



Intertainment's Ortsbo.com and The VarietyStudio wrap up coverage of the 2012 Sundance Film Festival

Microsite offers VarietyStudio video interviews and Live & Global coverage complete with multi-language real time subtitling

LOS ANGELES / TORONTO – January 30, 2012 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV: INT / OTCQX: ITMTF / XETRA FRA: I4T) is pleased to announce that its subsidiary Ortsbo Inc. ("Ortsbo"), the leader in real time experiential language services, in partnership with **Variety**, the world's leading publication for business entertainment news have wrapped up its coverage of the 2012 Sundance Film Festival and has produced a microsite with The VarietyStudio video interviews and Live & Global programming complete with Ortsbo's proprietary Language Captioning System, providing real-time subtitling in the user's selected language. The content can be found at www.liveandglobal.com/sundance and www.variety.com/festivals/sundance/

The Variety Studio interviews, powered by Ortsbo, feature such notable entertainers as Richard Gere, Kate Bosworth, Sigourney Weaver, Paul Simon, Ice-T, Paul Giamatti, Lou Diamond Phillips, Joshua Jackson, William H. Macy, David Duchovny and many other leading celebrities. The Live & Global platform attracted an audience from around the world with a 45 minute live video discussion with the legendary Stan Lee, hosted by Ortsbo spokesman and business partner, Gene Simmons.

Variety and Ortsbo are planning to partner and present a number of key global entertainment events and conferences in 2012. Additional information will be announced as it becomes available.

Ortsbo's new proprietary service; multi-lingual closed captioning, or Ortsbo's Language Captioning System was initially launched at the 2012 Consumer Electronics Show in early January in partnership with Variety's Entertainment Summit. The system allows viewers to watch video broadcasts, and also view an accompanying language real time text stream, like closed captioning found on television broadcasts, but in their personally selected choice of over 50 languages. This game-changing proprietary system, which is part of Ortsbo's Live & Global platform, provides the ability for universal language broadcasting on a global basis, regardless of the native language of the broadcaster, potentially changing the face of ethnic, cultural, sports, entertainment, business and other forms of online, video and television live and pre-recorded broadcast programming.

Once a user reaches the web broadcast page, the Language Captioning System will default to the user's pre-set system language. Along with video content, users can also select the language of their choice from an on-page drop down menu. The system will automatically deliver a "real time" effective stream of "closed captioning" in the user's chosen language.

"The Sundance Film Festival was a resounding success for Ortsbo as our partnership with Variety took on a whole new level as we helped create and archive exceptional content with the Festival's leading celebrities along with our Language Captioning System," said **David Lucatch, CEO of Intertainment**

Media Inc & Ortsbo Inc. “Our Live & Global event with Stan Lee and Gene Simmons was an amazing event, showcasing real-time “on the fly” closed captioning translation capabilities in over 50 languages.”

Marvel’s Avengers Assemble on Twitter – International Fans Powered by Ortsbo.com

Marvel Studios announced that they will be sponsoring a Global Twitter Chat on Tuesday, January 31, 2012 at 11 a.m. PST with cast members and the director of their highly anticipated action-adventure “Marvel’s The Avengers,” opening in theaters on May 4, 2012. The 30-minute live tweeting event features writer/director Joss Whedon and cast members Tom Hiddleston and Clark Gregg.

Fans around the world will be able to participate in the Q&A on Twitter by using the @Avengers handle and the #Avengers hashtag. Participating fans will have the opportunity to see a 10-second tease of the 30-second Super Bowl spot that will air during Super Bowl XLVI on February 5 on NBC. They will also have a chance to answer “Avengers” trivia for a chance to win “Avengers” prize packs.

International fans will be able to submit questions for the talent in their native language through a global translation tool provided by Ortsbo.com. The chat will be moderated by Marvel’s @Agent_M.

Follow @Avengers on Twitter for more details.

More on Marvel.com:

http://marvel.com/news/story/18016/marvels_the_avengers_assemble_on_twitter#ixzz1krfSrapf

As previously announced, Intertainment Media Inc. continues to initiate the process to “spin out” Ortsbo Inc. as an independent structure for listing on senior Exchanges in Canada and the United States. This transaction will be subject to all applicable board, shareholder and regulatory approvals.

To become a Facebook Fan of Ortsbo, sign up at www.facebook.com/ortsbo

Follow Ortsbo on Twitter

For the Company’s corporate blog, please visit www.intertainmentmedia.com/blog

About *Variety* www.variety.com

Variety is the leading publication for business entertainment news, recognized and respected throughout the world of show business. The *Variety* Group – *Daily Variety*, *Daily Variety Gotham*, *Weekly Variety* and *Variety.com* – are all owned by Reed Business Information (RBI), the largest business publisher in the U.S. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK) (NYSE: ENL).

About Ortsbo Inc. www.ortsbo.com

With over 40 Million monthly users in over 170 countries and territories, Ortsbo (www.ortsbo.com) enables real-time conversational translation in over 50 languages and seamlessly integrates with today’s most popular social media platforms.

Ortsbo’s flagship product for social media (www.ortsbo.com) supports global communications with instant translation capability, real time multi-lingual social media chat connects to PC and Mac computers, mobile browsers as well as all major chat platforms including MSN, Google, Facebook, Twitter and Yahoo! and others.

Ortsbo allows users to communicate with family, friends and colleagues around the world, providing users with the ability to break down language and cultural barriers through its easy to use, language centric interface.

Ortsbo also provides plug-in email translation capabilities for Microsoft Outlook.

Ortsbo's Live & Global platform offers a unique solution for broadcasting events to a global audience, with video and real time, multi-lingual chat. Ortsbo currently hold the Guinness World Record for the most nationalities in an online chat.

International rock legend, accomplished global entrepreneur and one of the world's most recognized personalities, Gene Simmons has endorsed Ortsbo.com, having signed on as a business partner and to serve as Ortsbo's official spokesperson.

Two-time NBA MVP Steve Nash to become an official spokesperson for Ortsbo. Leading Ortsbo's global sports fan program, Nash will present and participate in a number of online fan chats with international athletes from a number of sports disciplines.

With headquarters in Los Angeles, CA and Toronto, Canada region, with offices in New York and San Mateo, CA, Ortsbo Inc. is a subsidiary of Intertainment Media Inc. a publicly listed company on the Toronto Venture Exchange under the symbol "INT" (TSXV:INT) and traded in the US on the OTCQX under the symbol "ITMTF". Intertainment is also traded in Europe, on the Frankfurt Exchange on the XETRA trading platform under the symbol "I4T".

Contacts

Ortsbo / Intertainment Media Inc.:

David Lucatch, CEO

Tel: 800-395-9943 / 905-763-3510

Email: info@intertainmentmedia.com

To learn more, visit: www.ortsbo.com

To learn more, visit: www.intertainmentmedia.com

Ortsbo / Intertainment Public Relations / Media Inquiries:

SS | PR

Email: mcampe@sspr.com

Web site: www.sspr.com

This press release shall not constitute an offer to sell or the solicitation of an offer to buy any securities in any jurisdiction

Reader Advisory

Certain statements contained in this press release may constitute forward-looking statements. These statements relate to future events or Intertainment's future performance. All statements other than statements of historical fact may be forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "plan", "continue", "estimate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", and similar expressions. These statements involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking statements. Intertainment believes that the expectations reflected in those forward-looking statements are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this press release should not be unduly relied upon by investors. These statements speak only as of the date of this press release and are expressly qualified, in their entirety, by this cautionary statement.

In particular, this press release contains forward-looking statements pertaining to the following: the “spin out” of Ortsbo, the independent applications of Ortsbo for listing on senior Exchanges in Canada and the United States, third party financing and the pre-money valuation for Ortsbo. With respect to forward-looking statements contained in this press release, Intertainment has made assumptions regarding, among other things: acceptance of its products in the marketplace; the legislative and regulatory environment; the Corporation’s operating cost structure; current and future trends in social media advertising; market demands; and the Corporation’s ability to raise capital. Intertainment’s actual results could differ materially from those anticipated in these forward-looking statements as a result of risk factors that may include, but are not limited to: overall economic conditions; the early stage of the Corporation’s Ortsbo businesses; uncertainty of revenues, markets and profitability; the need to obtain required approvals from regulatory authorities; the Corporation’s lack of product revenues and history of operating losses; technological changes; dependence on the Internet; demand for the Corporation’s products; the introduction of competing technologies; the availability of capital on acceptable terms; and ability to raise capital.

This forward-looking information represents Intertainment’s views as of the date of this release and such information should not be relied upon as representing its views as of any date subsequent to the date of this release. Intertainment has attempted to identify important factors that could cause actual results, performance or achievements to vary from those current expectations or estimates expressed or implied by the forward-looking information. However, there may be other factors that cause results, performance or achievements not to be as expected or estimated and that could cause actual results, performance or achievements to differ materially from current expectations. There can be no assurance that forward-looking information will prove to be accurate, as results and future events could differ materially from those expected or estimated in such statements. Accordingly, readers should not place undue reliance on forward-looking information.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.