



Intertainment's Ortsbo Announces Strategic Relationship with Variety

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – January 5, 2012 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that its social media, real time, experiential communications platform, Ortsbo.com (www.ortsbo.com) has formed a Strategic Relationship with Variety, the world's leading publication for business entertainment news.

Intertainment is pleased to transmit the following that was released by Variety this morning in the United States.



Variety Launches Strategic Relationship With Global Experiential Language Leader – Ortsbo.com

Variety Entertainment Summit at The 2012 International CES® Provides Exclusive Launch of Ortsbo Multi-Lingual Closed Captioning System

LOS ANGELES / LAS VEGAS / TORONTO – January 5, 2012 – Variety, the world's leading publication for business entertainment news, is pleased to announce that it has formed a strategic relationship with Los Angeles and Toronto based Ortsbo Inc. ("**Ortsbo**"), the leader in real time experiential language services, to power *Variety* conferences, summits and events, allowing entertainment, business and sports professionals global remote access to conference content via Ortsbo's Live & Global platform beginning with The *Variety* Entertainment Summit at The 2012 International CES® taking place in Las Vegas.

Variety and Ortsbo are offering an exclusive view of this new technology, on an introductory no charge basis at www.variety.com/CES.

Together, *Variety* and Ortsbo's Live & Global platform will provide users with the ability to watch the Summit sessions via an online broadcast video stream with multi-lingual closed captioning, allowing viewers around the world to select their broadcast language of choice. The event at CES® will be available online at www.variety.com/CES beginning at 10 am Pacific (GMT -8) on January 11, 2012.

The *Variety* Entertainment Summit will be the exclusive launch of Ortsbo's new proprietary service; multi-lingual closed captioning, or Ortsbo's Language Captioning System, which 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 *Variety* event web broadcast page, the Language Captioning System will default to the user's pre-set system language. The users can also select the language of their choice from an on-page drop down menu, with continuous live streaming updates. The system will automatically deliver a "real time" effective stream of "closed captioning" in the user's chosen language.

"We are very excited to be working together with *Variety* to create new ways for users around the world to attend *Variety* events regardless of their location or language," **said David Lucatch, CEO of Ortsbo Inc.** "The Ortsbo Language Captioning system expands the Ortsbo suite of services and allows broadcasters around the world to engage their audiences regardless of the language that they broadcast in, or the language that the audience speaks providing significant commercial value."

"It's critical that *Variety* constantly evolves how we deliver our content to audiences, who are quickly embracing new platforms and digital experiences," **said Neil Stiles, CEO and President of *Variety*.** "Our partnership with Ortsbo definitely accomplishes this, as we are strengthening the ability for our global audience to benefit from our premier entertainment business coverage."

Featured speakers at *Variety's* Entertainment Summit at CES® include keynoter Jonathan Miller, Chairman and CEO of News Digital Media and Chief Digital Officer at News Corp; Thomas Gewecke, President of Warner Bros. Digital Distribution; Ross Levinsohn, EVP of the Americas at Yahoo; Matt Jacobson, Head of Market Development at Facebook; and Lori MacPherson, Head of Global Product Management at Walt Disney Studios.

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".

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. This news release may contain certain forward-looking information. All statements included herein, other than statements of historical fact, is forward-looking information and such information involves various risks and uncertainties. There can be no assurance that such information will prove to be accurate, and actual results and future events could differ materially from those anticipated in such information. A description of assumptions used to develop such forward looking information and a description of risk factors that may cause actual results to differ materially from forward-looking information can be found in the company's disclosure documents on the SEDAR website at www.sedar.com. The company does not undertake to update any forward-looking information except in accordance with applicable securities laws.

This release may contain forward looking statements within the meaning of the "safe harbor" provisions of US laws. These statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those described in the forward looking statements. Intertainment Media Inc. does not assume any obligation to update any forward looking information contained in this news release.

Contacts

Variety

Linda Buckley-Bruno, Publishing Director
323-617-9429 Linda.Buckley@Variety.com

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