



Ortsbo Accelerates User Engagement on Microsoft's Azure Cloud Platform - 68 Million Engagement Minutes Second Half June 2011

Ortsbo purchases IP, welcomes Translation Industry Veteran

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – July 12, 2011 – Entertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that its social media, real time, experiential translation platform, Ortsbo.com (www.ortsbo.com), generated over 68 Million minutes of user engagement for the second half of June 2011 along with 12.8 Million Online Sessions, 53 Million Page Views and 9.6 Million Unique Users in only 15 days from June 15th to June 30th. This represents a significant increase to the previously reported numbers, as Ortsbo has made the initial transition to Microsoft's Windows Azure platform, providing a Cloud environment allowing virtually unlimited technology growth opportunities.

Over the past 45 days, Ortsbo has been transitioning its systems to the Cloud to provide a more robust user experience and will continue through Summer 2011 to improve the services. To date, these improvements have increased the speed and access to the Ortsbo platform allowing users to spend more time engaged in the experience. During the initial overhaul process, Ortsbo suspended number reporting, as it rebuilt and retooled the entire system. On a go forward basis, the reporting of metrics is expected to be twice a month.

"The move to the Cloud with Microsoft Azure has allowed Ortsbo to accelerate growth and we are seeing the results immediately," **said David Lucatch, President of Ortsbo and CEO Intertainment Media.**

Patent Application For Automated Web Translation Within A Browser

Intertainment has acquired rights to a United States patent application with respect to the automated translation within a browser in consideration for a payment of \$200,000. The company has taken over all the rights associated with the patent application as well as any derivatives thereof. The vendor will receive additional payments upon the issuance of the patent and any continuation or continuation-in-part claiming priority from the patent application. In addition, the vendor will be entitled to receive 10% of any licensing revenue generated in connection with the patent.

"We believe that the acquisition of the patent application and the associated rights will further strengthen Intertainment's portfolio in the area of automated online translation and communication," **commented Lucatch**

Appointment of Matthew Grotenstein, Vice President Global Business Development

Ortsbo has appointed New York based translation industry veteran Mr. Matthew Grotenstein to lead global business development and partner acquisition.

Mr. Grotenstein brings over 10 years experience growing businesses in the communications, social media, and management consulting space. Most recently, Mr. Grotenstein led US Business Development for CLS Communication, one of the world's largest language translation providers.

"We are excited to have Matt onboard to lead our global commercial business development and partner programs as he brings a wealth of industry knowledge and relationships to the Ortsbo team," **said Lucatch** "We are eager to combine our current successes with Matt's industry leadership. His first objective will be to monetize the brand across a commercial landscape."

Mobile Operations

Together with the recently integrated Commobility team, Ortsbo has upgraded a number of technology parameters allowing the company to update its previously filed mobile version of Ortsbo for the Apple iPhone. Ortsbo to Ortsbo, or "O2O", for which a patent has been applied for, is nearing completion for application and commercialization through Apple iTunes.

Recent upgrades to the Ortsbo platform have resulted in a streamlined process for mobile implementation. Together with its pilot for the Apple iPhone, Ortsbo is now piloting an Android version of its Ortsbo applications with other system applications expected through Summer 2011.

Upcoming Events:

July 10 – 14, 2011 Microsoft World Partner Conference

July through October, 2011 - Ortsbo is an official sponsor and partner of the Izod Indycar Series. Watch for our exciting promotions and event at www.ortsbo.com and www.indycar.com

Through August 2011 Ortsbo O4O - With the launch of Ortsbo's email plug in for Microsoft Outlook, or "O4O", Ortsbo is launching a unique promotion: ***Ortsbo Cruise Into Translation***. Users who register and install O4O through August 2011 will have the opportunity to win 1 of 5 trips on the KISS KRUISE in October as well as other VIP prizes. Additional contest ballots will be available for people who refer friends that register and install O4O. To register, please visit www.ortsbo.com

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

Follow Ortsbo on Twitter

About Ortsbo Inc. www.ortsbo.com

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 Inc. is a division of Intertainment Media Inc., a Rich Media Applications leader, focused on delivering leading edge technology and marketing solutions enabling clients to power enhanced branding, loyalty initiatives and consumer engagement. Selected as a Microsoft Global Agency Initiative partner, Intertainment has joined an elite group of interactive agencies worldwide that Microsoft recommends to its Partners and Customers.

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 search engine chat platforms including Microsoft, Google and Yahoo! along with Facebook, iChat, AIM, ICQ, Gadu-Gadu, Ovi, Lotus Sametime, LiveJournal and Tencent QQ and QQ International, China's largest chat platforms and Twitter.

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. User demographics have continued to favor the BRIC countries with China remaining the number 1 usage country for Ortsbo followed by Brazil, the US, South Korea, Canada, Taiwan, Germany, Argentina, Russia and India. Ortsbo's Top 10 user countries have a combined population of over 3.4 Billion people.

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.

The personification of today's globally connected, multi-cultural citizen, Simmons is fluent in five languages, including English, Hebrew, Hungarian, and German, as well as some Japanese and he's working to add Mandarin to his repertoire. Simmons will lend his legendary personality to help spread the word about Ortsbo's unique, translator experience platform that integrates seamlessly with the most popular social media platforms to enable users from around the world to instantly send and receive messages in their native language.

Intertainment Media owns and operates a number of key properties including Ad Taffy, itiBiti, Ortsbo and Magnum. For more information on the Company and its properties, please visit www.intertainmentmedia.com

Headquartered in the Toronto, Canada region, with offices in New York, Los Angeles and San Mateo, CA, Intertainment Media Inc. is listed on the Toronto Venture Exchange under the symbol "INT" (TSXV:INT) and in the US on the OTCQZ under the symbol "ITMTF". Intertainment is also traded in Europe, on XETRA 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.

Contact:

For 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

Public Relations / Media Inquiries:

SS | PR

Email: mcampe@sspr.com

Web site: www.sspr.com