



PRESS CONFERENCE, ONLINE GLOBAL CHAT ALLOWS FANS WORLDWIDE TO TALK WITH BASKETBALL GREAT STEVE NASH

EVENT PART OF SUPERSTAR'S "SHOWDOWN IN CHINATOWN PRESENTED BY ORTSBO.COM" SOCCER MATCH ON JUNE 22nd IN NEW YORK CITY

NEW YORK / SAN MATEO / TORONTO – June 14, 2011 – Entertainment Media Inc. ("Entertainment" or the "Company") (TSXV:INT / US: ITMTF / FRA: I4T) announces NBA star and two-time MVP Steve Nash will chat live with fans around the world using Ortsbo, a real-time chat translator, during a press event from 11 a.m. to noon EST on June 22nd in the Hudson Room at Trump Soho Hotel in New York, N.Y.

Fans will be able to view and participate in the global chat by registering at <http://www.showdownliveandglobal.com/>. Media members can attend the press conference in person. Players scheduled to participate in the chat include Steve Nash, Marcin Gortat, Brandon Jennings and Claudio Reyna.

The chat precedes the "Showdown in Chinatown Presented by Ortsbo.com" charity soccer match, which features an all-star roster, and raises funds for The Steve Nash Foundation and its work with underserved children. This year's Showdown – the fourth – will benefit early education work with Educare.

Ortsbo, the presenting sponsor for the day's events, will enable Nash and other Showdown athletes to interact seamlessly with fans in more than 50 languages through their social media platforms. Len Berman, sports anchor and former host of The NFL on NBC Pregame Show, will moderate the worldwide chat.

"Fans all over the world who have followed the NBA and Steve Nash's amazing career will be able to talk to him in a way that few can," **says David Lucatch, president of Ortsbo.** "Ortsbo not only breaks down barriers, but translates text automatically, eliminating the typically tedious and inefficient translation process of other services."

The free, real-time chat translator integrates with 13 of the most popular social media platforms, including Windows Live Messenger, Facebook, Google Talk, Yahoo! Messenger,

iChat and AIM to allow users to instantly send and receive messages in their native language.

The Showdown and surrounding events “mesh three of my big passions – basketball, soccer and kids – and a presenting sponsor with an incredible, global play,” said Nash. “Through my Foundation, we’re able to assist children internationally; so having these players come in from all around the world to assist our efforts feels very synergistic.”

The Showdown begins at 6 p.m. at Sara D. Roosevelt Park, Chrystie and Stanton streets in New York City, and features NBA and international soccer stars. Past participants include Ryan Babel (TSG Hoffenheim), Grant Hill (Phoenix Suns), Thierry Henry (New York Red Bulls), Tony Parker (San Antonio Spurs), Salomon Kalou (Chelsea), Chris Bosh (Miami Heat), Javier Zanetti (Inter Milan), Brandon Jennings (Milwaukee Bucks), and Claudio Reyna (USA World Cup Team).

Tickets and VIP packages for the Showdown, and a Showdown After Hours evening and auction event, are available at stevenash.org/showdown. General admission to the Showdown is free and open to the public.

This year the Steve Nash Foundation has added a new component to the event – a chance to have a pint with Nash himself. Fans can enter by either registering at stevenash.org or by making a \$10 donation to the Steve Nash Foundation by texting NASH to 202-22 by June 17, 2011; the winner will be announced on June 18. For more information, visit stevenash.org.

Ortsbo In The News:

For an overview of Ortsbo news articles, please visit www.ortsbo.com or the Entertainment Media blog www.intertainmentmedia.com/blog

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 under the symbol "ITMTF". Intertainment is also traded in Europe, on the Frankfurt Exchange 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 / Entertainment Media Inc.:

David Lucatch, CEO

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

Email: info@entertainmentmedia.com

To learn more, visit: www.ortsbo.com

To learn more, visit: www.entertainmentmedia.com

Public Relations / Media Inquiries:

SS | PR

Email: mcampe@sspr.com

Web site: www.sspr.com