



Intertainment's Ortsbo Debuts Patent Pending "Head To Head" Translation Technology for Tablet Devices

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – June 3, 2011 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that Ortsbo (www.ortsbo.com), the real time experiential translation platform, is debuting its newest patent pending technology today at Social Media Camp, in Victoria, British Columbia. The application technology, known as "Ortsbo to Ortsbo" or "O2O" allows multiple users to engage translation services on the same tablet computing device. Using the app, users will have up to 2 "head to head" keyboards and displays allowing for 2 languages to be communicated in a free flowing style of conversation without the need for guides or other translation devices. Smaller devices will have the ability to display additional language keyboards based on motion, or "tilt" of the device.

The O2O app was developed internally at Ortsbo with the support of the Commobility mobile development team. The app, once approved for distribution will be available for purchase through various online marketplaces.

The app will initially be available for the Apple iPad and will be forthcoming for other tablet and touch devices in the near future. O2O is a perfect complement for travelers who find themselves in a location where they don't speak the local language and wish to interact in a recreational or commercial setting.

Initially O2O will support 53 languages through Ortsbo's real time chat platform and with the upcoming release of Ortsbo 2.0 scheduled for calendar Q4 2011, the system will be upgraded to allow interaction in over 80 languages around the world. With Ortsbo 2.0, O2O users will be able to add additional terms, phrases and terminology to the Ortsbo translation wiki in almost any language.

"Ortsbo O2O will allow people around the world to use their iPad and eventually any tablet or touch device to carry on multiple language conversations, immediately and in person, allowing all parties to communicate freely through a single device," **said David Lucatch, President of Ortsbo / CEO Intertainment Media.**

Ortsbo recently launched, ahead of planned schedule, the alpha release of its Ortsbo for HTML on the Microsoft Windows Azure platform, providing a cloud application for real time experiential translation chat. The original version of Ortsbo using Microsoft Silverlight, enabling 12 of the world's most popular chat networks, will remain in operation for the near future. When initially launched in July 2010, Ortsbo's social media translation platform infrastructure was designed to handle the expected first 2 to 3 years of operations or 12 Million monthly users. Ortsbo exceeded all growth projections in its first 9 months and has continued to operate to maintain the increase in user growth and with Microsoft's Window Azure platform integration has developed a virtually unlimited operational environment to service user needs globally.

Ortsbo Mobile:

Ortsbo is currently developing a number of mobile and tablet apps allowing users around the world to use Ortsbo services on their smartphones and portable computing devices. As previously announced, Ortsbo has launched a beta version of its iPhone App and additional apps are slated for Summer 2011. Ortsbo's new HTML platform currently allows mobile access through mobile browser applications, including iPads.

Upcoming Events:

June 3, 2011 – Social Media Camp

As a Gold sponsor of the second annual Social Media Camp in Victoria, BC, Ortsbo VP of Technology, Mark Hale will be presenting and discussing Ortsbo for Social Media and O4O. Also presenting will be Brad Parry, CMO Intertainment Media, discussing KNCTR and Ad Taffy. For more information, please visit: <http://socialmediacamp.ca/>

June 22, 2011 – Steve Nash Foundation Showdown In Chinatown

Ortsbo presents, two-time NBA MVP Steve Nash's Showdown in Chinatown charity soccer match event in New York City. The event will consist of a competitive soccer game featuring NBA and professional soccer athletes and Ortsbo will provide a global, real-time chat environment during the event to enable – for the first time - Steve Nash and the Showdown athletes to interact seamlessly over social media platforms with fans in over 50 languages. For more information, please visit: www.stevenash.org/showdown

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.

Ortsbo In The News:

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

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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.

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