

Intertainment's KNCTR Reaches 475,000 Unique User Mark In North American Market.

NEW YORK / SAN MATEO / TORONTO – May 12, 2011 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that its desktop app **KNCTR®** (pronounced "Connector") – www.knctr.com a key program of Intertainment's wholly owned division Itibiti Systems Inc. (www.itibiti.com) has now seen unique installations in North America top the 475,000 mark since its official launch.

KNCTR® unique installations are increasing throughout North America as the program continues to be part of the consumer's digital consumption pattern with an average of over 13.5 minutes of daily active user engagement. This exceptional loyalty positions the premium advertising supported **KNCTR®** model as a key engagement tool with features such as great video content, interaction with their social medias and making FREE long distance phone calls to cell phones and land lines anywhere in North America.

Along with Ortsbo (www.ortsbo.com), Intertainment's real-time social media translation platform, KNCTR will be part of the broadcast team for the May 20th worldwide event - KISS Live & Global featuring Gene Simmons and Paul Stanley. The event will be live streamed to audiences around the world as it reaches for a world record for the Most Nationalities In An Online Chat Room.

KNCTR® is the next generation of social communications applications that allows users to aggregate their social media(s) and voice services into one location on their desktop. Unlike **Skype**, the telephone feature on **KNCTR®** is completely free to the consumer allowing FREE local and long distance calls to mobile phones and land lines. **KNCTR®** is a premium advertising model that allows for branded sponsorship, pre-roll and display advertising opportunities for brands and service providers alike.

With the projected impact that tablets will have on the personal computing space, with over 50 million units to be sold within the next two years in North America alone, **KNCTR®** is positioned to enhance the functionality and usability of these devices by allowing them to become a fully functioning phone unit.

"The results in the short span of time that **KNCTR®** has been live is very impressive." said **Brad Parry, CMO Intertainment Media Inc.**, "The amount of time that active users are engaging with **KNCTR®** is proving out that **KNCTR®** is truly part of our consumer's daily digital habit."

Notably, the itiBiti desktop app has been hailed by Microsoft Corp. as "the next generation of integrated social media applications - easy, scalable and fun."

Full details of news coverage can be found at the Intertainment web site – www.intertainmentmedia.com

To become a Facebook Fan of itiBiti, sign up at <http://www.facebook.com/itibitisystems>

To become a Facebook Fan of **KNCTR®**, sign up at www.facebook.com/knctr

Follow itiBiti Systems and **KNCTR®** on Twitter

About KNCTR: www.knctr.com : The **KNCTR®** app enhances the user experience by delivering a variety of new, fresh and daily content including Celebrity News and Information, Movie Trailers, Automotive Reviews as well as Technology Reviews. **KNCTR®** app is FREE to download & use, opening full-screen on the desktop as soon as the computer is turned on. With just one tool, consumers now have immediate access to fresh content, premium services, and no-cost communications features. Users can talk for free with friends and family across North America, stay connected with built-in social media favourites, sample a wide selection of news & information feeds, access on-board MSN Live Services with Bing Search, enjoy VIP access to the latest client promotions, updates and more.

About itiBiti: www.itibiti.com: itiBiti provides global brands with the unprecedented ability to power their marketing efforts within a unique, private-label social media platform. itiBiti offers users a rich suite of services in combination with brand client initiatives, and the power of Microsoft Live services. Please visit www.itibiti.com to learn more.

About Entertainment Media: www.entertainmentmedia.com Itibiti Inc. and Ad Taffy are divisions of Entertainment 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, Entertainment has joined an elite group of interactive agencies worldwide that Microsoft recommends to its Partners and Customers.

Entertainment 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.entertainmentmedia.com

Headquartered in the Toronto, Canada region, with offices in New York, Los Angeles and San Mateo, CA, Entertainment Media Inc. is listed on the Toronto Venture Exchange under the symbol "INT" (TSXV:INT) and in the US under the symbol "ITMTF". Entertainment 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. Entertainment Media Inc. does not assume any obligation to update any forward looking information contained in this news release.

Contact:
For itiBiti/Ad Taffy / Entertainment Media Inc.:

Brad Parry, CMO
800-395-9943
info@intertainmentmedia.com
www.itibiti.com
www.adtaffy.com
www.intertainmentmedia.com

Public Relations / Media Inquiries:
SS | PR
mcampe@sspr.com
www.sspr.com