



## **STEVE NASH JOINS ORTSBO TEAM AS OFFICIAL ATHLETE AMBASSADOR**

***2-time NBA MVP Assists in Connecting The Global Community***

**NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – May 18, 2011 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T)** announces that its social media, real time, language translation platform, Ortsbo.com ([www.ortsbo.com](http://www.ortsbo.com)) has entered into an agreement with 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. Business partners Gene Simmons and Richard Abramson were instrumental in the introduction and facilitation of the business agreement with Nash's representatives, BDA Sports Management.

Ortsbo will seek to engage Nash's considerable influence and social media presence 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.

"With the growth of social media and the increased access to technology, the world has become more inclusive. Language is one of the last remaining obstacles to uniting our different cultures and perspectives and Ortsbo bridges that divide, bringing us all closer together," **said Nash** "I am excited to be associated with Intertainment and with Ortsbo. "

In addition to Steve Nash, Ortsbo has announced a business partnership and spokesperson agreement with rock legend and global entrepreneur, Gene Simmons. Ortsbo together with KISS co-founders Gene Simmons and Paul Stanley will be hosting the world's first interactive global fan chat in 53 languages – **KISS Live & Global** on May 20, 2011 at 7:30 am Pacific at [www.kissliveandglobal.com](http://www.kissliveandglobal.com)

The Ortsbo.com platform eliminates the need to cut/copy and paste text into a translator by automatically translating typed text into the specified language instantly, unlike typical translation software. Users simply indicate the desired language for their intended recipient and Ortsbo does the rest. Ortsbo even lets users conduct multiple chat sessions simultaneously across multiple social networks in multiple languages in real time.

Free for consumers to use, Ortsbo.com is ideal for both personal/social communications, allowing users to chat with friends and family around the world or around the neighborhood, and for business communications. Global colleagues can use Ortsbo to collaborate and chat about projects in their native language for faster and more efficient communication that reduces the risk of misunderstanding due to translation errors.

"We are very excited to have the opportunity to work with Steve Nash. Steve opens Ortsbo to the global sports arena where the challenge of fans and athletes speaking different languages can pose a significant obstacle in achieving global connectivity and consciousness," **said David Lucatch, President of Ortsbo Inc. and Intertainment CEO** "Ortsbo's quick and easy automatic translation helps both consumers and businesses eliminate these barriers allowing people to interact and communicate freely regardless of the language they speak."

Ortsbo is in the process of releasing its first beta application for mobile phones – Ortsbo for iPhone. Other Ortsbo mobile phones and portable computing apps, including apps for Android, Apple, Windows Phone, BlackBerry and tablet computers are scheduled to begin launching Summer 2011.

For businesses, Ortsbo provides multi-lingual global communications solutions via RSS, API solutions, private chat networks and custom services allowing organizations to provide seamless communications with their constituents.

Ortsbo will be launching its instant email translation plug-in Ortsbo for Outlook or “O4O” for the world’s largest email platform, Microsoft Outlook. Ortsbo will initially make up to 10 Million copies of O4O available on a global basis to consumers and businesses on an introductory basis from mid June through mid September 2011. Participants and viewers of **KISS Live & Global** on May 20<sup>th</sup> will get a sneak peek at the O4O software and user bonus program, **Ortsbo Cruise Into Translation** that will feature a host of exclusive prizes including major VIP packages. Pricing packages for Ortsbo for Outlook (O4O) will be announced at the event.

To become a Facebook Fan of Ortsbo, sign up at [www.facebook.com/ortsbo](http://www.facebook.com/ortsbo)

Follow Ortsbo on Twitter

To review Ortsbo’s weekly performance metrics and the Company’s corporate blog, please visit [www.intertainmentmedia.com/blog](http://www.intertainmentmedia.com/blog)

### **About Steve Nash**

Born Johannesburg, South Africa, February 7, 1974 (returned as a CBS correspondent to the 2010 World Cup), Nash immigrated to Canada, where he was raised in Victoria, BC. In 1992, Steve moved to Santa Clara University on the only basketball scholarship offered him. After leading the Broncos to three NCAA Tourney berths (and one of the NCAA’s all-time upsets, over the Arizona Wildcats), he graduated with a BA in Sociology. Drafted 15th overall to the Phoenix Suns in 1996 NBA Draft; traded to the Dallas Mavericks in 1998. Played internationally for Team Canada, including a 7th place finish at the 2000 Olympic Games in Sydney. In 2004, Steve moved back to the Suns, and currently resides in Phoenix.

### **Basketball**

- 2-time NBA MVP (2004/2005, 2005/2006)
- 7-time NBA All-Star
- in 2011, completed his 15th NBA season, and his 5th as assist leader, one of only three players to do so
- at close of 2010/2011 season, all-time free throw percentage leader
- 4-time 50/40/90 Club member - shot at least 50% from field, 40% from 3-stripe, and 90% from line for more seasons than any other NBA player
- recipient of the J. Walter Kennedy Citizenship Award, and numerous honors (including 2011’s “Tweeter of the Year”)
- honored by lighting the Olympic Flame in Vancouver at the 2010 games.

### **Off the court**

Meathawk, a film company run with cousin Ezra Holland, has completed projects for corporate clients, had an internet sensation with “The Player” (a look at Steve’s dream to play professional soccer), and premiered their first feature film, “Into the Wind,” about the life and journey of Terry Fox, to critical acclaim at the 2010 Toronto International Film Festival (the feature ran as a part of ESPN’s 30 for 30 series). Outside of Meathawk, Steve has been a special correspondent to CBS, both as David Letterman’s man at the NBA Finals, and as CBS’ World Cup correspondent, and featured with Ron Howard on the Sundance Channel’s “Iconoclasts,” as well as in cameo roles on HBO’s “Entourage,” and feature films. Steve has integrated his film work into his endorsement portfolio, creating and starring in a series of ads for vitaminwater, EA Sports (featuring Landon Donovan), APS, Toyota, and Nike. Steve also serves as President and Founder of the Steve Nash Foundation ([stevenash.org](http://stevenash.org)), dedicated to assisting underserved children in their health, personal development, education and enjoyment of life. Through SNF, Steve works to change the trajectory for children in poverty, or those struggling with illness, abuse or neglect. Focuses on communities in Arizona, British Columbia and Paraguay, and national strategic initiatives in Canada and the US.

### **About Ortsbo Inc. [www.ortsbo.com](http://www.ortsbo.com)**

Ortsbo ([www.ortsbo.com](http://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](http://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](http://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 on the OTCQX under the symbol "ITMTF". Intertainment is also traded in Europe, on the XETRA Exchange in Frankfurt, Germany 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](http://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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