



Entertainment's Ortsbo Real Time Translator Establishes Guinness World Record at KISS Live & Global

Viewers and chat participants begin registering for Ortsbo's translation email platform

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – May 24, 2011 – Entertainment Media Inc. ("Entertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that its social media, real time, language translation platform, Ortsbo.com (www.ortsbo.com), with over 16.1 Million Unique Monthly Users, month over month, established a Guinness World Record on Friday, May 20, 2011 for the Most Nationalities In An Online Chat – with 92 countries officially being recorded as participating at KISS Live & Global, hosted by Paul Stanley and Gene Simmons. The event also marked the official launch of Ortsbo's plug-in email translation platform for Microsoft Outlook, the world's largest email platform.

Broadcast around the world from the Beverly Hills Hotel in Beverly Hills, CA, participants were able to watch a live video stream on their computers, iPhone, iPad, Android devices as well as submitting questions in 53 languages for KISS co-founders to answer. Thousands of questions were in the queue throughout the broadcast, allowing participants from over 92 countries, representing every geographic region globally to ask questions of the legendary rock stars.

"In addition to establishing a world record, Ortsbo has become a name known around the world as the leader in real time translation," **said David Lucatch, President of Ortsbo and CEO Entertainment Media.** "We have already received follow up business opportunities, media requests and advertising inquiries increasing the value opportunities for Ortsbo."

The event was covered by media around the world, including CBS, FOX, AOL and a wrap-up live broadcast interview with CNBC. Copies of all media, as it's available, will be posted on the Entertainment and Ortsbo web sites.

During the event, Ortsbo announced the launch of its much anticipated email platform plug-in, allowing users to instantly translate and send emails in 53 languages. The first plug-in for Microsoft Outlook, known as Ortsbo for Outlook, or "O4O", is now available for registration at www.ortsbo.com. Ortsbo will initially make up to 10 Million copies of O4O available globally to consumers and businesses on an introductory basis from mid June through mid September 2011.

With the launch of O4O, **Ortsbo Cruise Into Translation** is a new promotion that gives users who register and install O4O through August 2011, 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's flagship product for social media continues to accelerate. 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 has exceeded all growth projections in its first 9 months and has maximized existing platform capabilities and consequently the Company is now accelerating its move to Microsoft's Window Azure Cloud platform to accommodate the continued viral growth of Ortsbo.

The new Ortsbo Azure platform is expected to be active by mid June as the priority for Azure development has been the KISS Live and Global event technology. This transition will provide virtually

unlimited access to Ortsbo from anywhere in the world on almost any computer, smartphone or tablet device.

To become a Facebook Fan of Ortsbo, sign up at 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

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 / 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