



## **Entertainment's Ortsbo Launches Microsoft Azure Cloud Computing Platform To Support Viral Growth**

*Ortsbo developing next generation real time translation platform that includes 80+ languages*

**NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – May 30, 2011 – Entertainment Media Inc. ("Entertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T)** announces that at a time when organizations like Google are reporting the closing down of its popular Translate application programming interface, Ortsbo ([www.ortsbo.com](http://www.ortsbo.com)), the real time language translation platform, is increasing its global social media distribution by offering a fully enabled cloud computing real time translation application built on the Microsoft Windows Azure platform.

Launched ahead of schedule, Ortsbo's new HTML alpha platform offers users the ability to connect initially, to Facebook, MSN and Google GTalk. Other social networks are expected to be implemented quickly on the new platform. The HTML version of Ortsbo combined with the power of Microsoft's Windows Azure cloud platform allows both commercial and consumer use of Ortsbo without the need to download a plug-in, facilitating real time translated chat to virtually all worldwide browser enabled devices. The move to Windows Azure, provides Ortsbo with increased user capacity, speed and performance in an operating expense model versus a traditional capital expense model, providing additional cost savings.

Ortsbo is also in development of its new platform, Ortsbo 2.0 with increased language capabilities, allowing users to chat in real time in over 80 languages, including user requested languages of Punjabi and Traditional Chinese. The increased language capabilities are part of the next generation of Ortsbo which will also include the Ortsbo language wiki where users will be able to update any language dictionary potentially increasing translation accuracy. Ortsbo 2.0 is scheduled for beta release in calendar Q4 2011.

The original version of Ortsbo using Microsoft Silverlight and 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 expand to maintain the increase in user growth.

As disclosed on May 24, 2011, the existing platform has effectively maxed out at a cap of 16.1 Million users and Ortsbo is compelled to accelerate the initial launch of the Microsoft Azure Cloud Computing Platform planned for mid June. As Ortsbo integrates the new cloud app, performance numbers will be reported monthly.

It should be noted that the Google announcement closing down the Google Translate API has no affect on the services provided by Ortsbo.

### **Guinness World Record Holder**

On May 20, 2011 Ortsbo Inc. established a world record for the Most Nationalities In An Online Chat with 92 countries.

### **Increased Language Opportunities:**

Ortsbo has received a significant amount of inquiries about adding languages to its current offering of 53. Currently, Ortsbo and its development team are working on, and testing, an initiative to increase the language offering to over 80 languages. The timing of the increased language offering is expected during calendar Q4 2011. Some of the new language offerings include Punjabi and Traditional Chinese. Ortsbo

believes that the increased language offerings will provide additional opportunities for users to engage across global language barriers and comes at a time when organizations like Google are curtailing language services offerings.

### **Ortsbo Language Wiki:**

Ortsbo is currently developing a crowd sourcing application that will allow users to input individual words, technical terms, slang and phrases into an open database and allow users to work collaboratively to provide the best definition in any of the languages that are offered by Ortsbo. These will include colloquial statements like "knock on wood" and "bling", but may also include input items that are part of any language or culture. The definition for these input items can be further defined by the "crowd" over time. Upcoming versions of Ortsbo will be able to detect these input items and identify them to the sender, allowing them to be converted into the crowd defined meaning for the receiving user. Ortsbo believes that this innovation will dramatically increase translation accuracy and value to users.

### **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 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 and Brad Parry, CMO Intertainment Media will be attending to showcase and discuss all of Intertainment's technologies including Ortsbo, Ad Taffy and KNCTR. 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](http://www.stevenash.org/showdown)

**Through August 2011 Ortsbo 040** - With the launch of Ortsbo's email plug in for Microsoft Outlook, or "O40", Ortsbo is launching a unique promotion: ***Ortsbo Cruise Into Translation***. Users who register and install O40 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 O40.

### **Ortsbo In The News:**

For an overview of Ortsbo news articles, please visit [www.ortsbo.com](http://www.ortsbo.com) or the Intertainment Media blog [www.intertainmentmedia.com/blog](http://www.intertainmentmedia.com/blog)

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

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### **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, Entertainment 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.

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.intertainmentmedia.com](http://www.intertainmentmedia.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](http://www.sedar.com). The company does not undertake to update any forward-looking information except in accordance with applicable securities laws.*

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