



## Entertainment's Ortsbo Mobile Platforms Ranked # 3 in the US iTunes Store

**NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – November 23, 2011 – Entertainment Media Inc. ("Entertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T)** announces that its social media, real time, experiential communications platform, Ortsbo.com ([www.ortsbo.com](http://www.ortsbo.com)) and its recently launched mobile platform, **Ortsbo 2 Go, (O2Go)**, for the iPhone platform reached the position of the 3<sup>rd</sup> in the free Social Networking category just behind Facebook in the US Apple iTunes store.

Also, on Saturday, November 18<sup>th</sup>, the **O2Go** platform achieved an overall rank of 14<sup>th</sup> in the Apple iTunes store in the free iPhone apps category in the US. The **O2Go** platform for iPhone enables users to connect and chat with friends, family and colleagues in over 50 languages seamlessly using today's most popular social media platforms. With the **O2Go** platform for iPhone, users can translate text in over 50 languages, chat in real time with no copying or pasting required, access translation history and log into multiple chat services simultaneously.

"The quick acceptance and growth of our newly launched iOS mobile apps is a true testament of the need that **Ortsbo** has been filling, and continues to fill, in the attempt to break down global language barriers." Said **David Lucatch, CEO Entertainment Media**. "To have our apps break into the iTunes top 30 so quickly, let alone achieve the number 3 position, is truly remarkable and underscores the need for our technology especially as the global marketplace continues to become more and more mobile."

On October 14, 2011, Ortsbo's parent, Entertainment Media Inc. published its Corporate Update for the fiscal year ended June 30, 2011 and commented that in the past year, management and the board have rejected 2 independent offers for Ortsbo to effectively divest primary ownership of Ortsbo. The US investment market for social media acquisitions and public offerings continues to grow. The investment markets have seen highly successful IPO debuts of several social media companies and the much anticipated potential IPOs for Zynga and Facebook are continual newsworthy items.

Given the performance of Ortsbo, management and the board feel that the current overall corporate and shareholder value does not reflect the enterprise value of the sum of the divisions, especially Ortsbo. The Company is currently reviewing strategy and opportunities where Entertainment will potentially unlock maximum valuation for Ortsbo while retaining significant ownership and future benefits from the continual growth and performance in the program while potentially creating a special dividend for shareholders, rewarding them for the continual support of the Company. The Company will report on these efforts in due course.

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

Follow Ortsbo on Twitter

For the Company's corporate blog, please visit [www.entertainmentmedia.com/blog](http://www.entertainmentmedia.com/blog)

**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 subsidiary of Entertainment Media Inc., a Rich Media Applications leader, focused on delivering leading edge technology and marketing solutions enabling clients with 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 one usage country for Ortsbo.

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.

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.

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](http://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 on the OTCQX under the symbol "ITMTF". Entertainment is also traded in Europe, on XETRA 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. Entertainment Media Inc. does not assume any obligation to update any forward looking information contained in this news release.*

**Contact:**

**For Ortsbo / Entertainment Media Inc.:**

David Lucatch, CEO

Tel: 800-395-9943 / 905-763-3510

Email: [info@entertainmentmedia.com](mailto:info@entertainmentmedia.com)

To learn more, visit: [www.ortsbo.com](http://www.ortsbo.com)

To learn more, visit: [www.entertainmentmedia.com](http://www.entertainmentmedia.com)

**Public Relations / Media Inquiries:**

**SS | PR**

Email: [mcampe@sspr.com](mailto:mcampe@sspr.com)

Web site: [www.sspr.com](http://www.sspr.com)