



INTERENTAINMENT'S ORTSBO LAUNCHES ORTSBO O2GO APP FOR ANDROID SMARTPHONES

MOBILE APP ENABLES REAL-TIME TRANSLATED CHAT IN 53 DIFFERENT LANGUAGES ON ANDROID SMARTPHONES

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – October 11, 2011 – **Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T)** announced today that its subsidiary, Ortsbo Inc. (www.ortsbo.com) has launched its mobile offering of its social media, real-time experiential translation platform, Ortsbo 2go, or "O2go", in the Android Marketplace. Ortsbo's O2go social media platform for Android allows users to effectively communicate with individuals around the world in 53 different languages on Android mobile smartphones seamlessly and in real time.

In addition to its patent pending O2O for Windows 7 smartphones and Apple iPad devices, Ortsbo now has multi-lingual communications apps across all major networks including Apple, Windows 7 and Android.

Android Tops Smartphone Platform

On August 2, 2011 Mashable.com reported that Google's Android has captured 48% of the smartphone market in Q2 of 2011, hitting an all-time high, according to a report by market research firm Canalys. The report goes on to say that the Android platform has been making big strides during the past year, overtaking Symbian in Q4 of 2010 to become the top smartphone platform, representing a 32.9% market share at that time.

The new O2go Android app will initially integrate with Facebook, MSN and GTalk chat services, allowing users to communicate in their native languages in real time at no cost, with other Global social networks joining the mobile portfolio soon. Android users will be able to simultaneously login to several chat services, allowing them to conduct multiple text conversations with their friends' preferred service in almost any language.

Enhanced versions of Ortsbo's mobile apps including its patent pending O2O will be available for purchase in the near future and will feature a larger suite of social media networks and additional features.

"With our latest release of O2go for Android, we continue to expand Ortsbo's realm of global communication opportunities with this leading smartphone platform," **said David Lucatch, President of Ortsbo / CEO of Intertainment Media Inc.** "Our real-time, multi-platform application gives individuals around the world a free way to communicate

seamlessly on their devices. while effectively removing the language barrier from online and mobile communication.”

The app features translation for the following languages: Afrikaans, Albanian, Armenian, Azerbaijani, Arabic, Basque, Belarusian, Bulgarian, Catalan, Chinese (Simplified), Chinese (Traditional), Croatian, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, Galician, Georgian, German, Greek, Haitian Creole, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Irish, Japanese, Korean, Latin, Latvian, Lithuanian, Macedonian, Malay, Maltese, Norwegian, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Thai, Turkish, Ukrainian, Urdu, Vietnamese, Welsh, and Yiddish.

For more information about the Ortsbo for Android app, visit www.ortsbo.com, or download Ortsbo O2go on your smartphone at the Android Marketplace.

With the purchase and integration of Commobility, Ortsbo is currently developing additional secured IP mobile and portable computing technology initiatives, including solutions for multi-lingual communications, location based and proximity communications solutions for mobile and portable computing devices. Details of these applications will be released as they become available.

Upcoming Events:

October, 2011 - Ortsbo is an official sponsor and partner of the Izod Indycar Series. Watch for our exciting promotions and event at www.ortsbo.com and www.indycar.com

October 13 to 16, 2011 - Ortsbo Cruise Into Translation – The lucky winners of the Ortsbo KISS KRUISE contest will be enjoying themselves along with KISS on a fantastic 4 day cruise to the Caribbean.

October 15, 2011 – Ortsbo and IZOD IndyCar Series Host Interactive Live & Global Fan Event With Championship Contenders Dario Franchitti and Will Power. Hosted by 2011 Indy 500 Champion Dan Wheldon on the eve of the last race in the 2011 IZOD IndyCar Series Championship contenders Dario Franchitti and Will Power will chat with racing fans and members of the media worldwide about their season-long battle for the overall title during a live, video streaming and web chat hosted session by INDYCAR and Ortsbo, the world's leading real-time experiential language platform. Members of the media and fans who register at www.indycarliveandglobal.com will interact live with the drivers in up to 53 languages via Ortsbo's Guinness World Record-holding platform, Live & Global (www.ortsbo.com / www.liveandglobal.com).

The chat will be broadcast in front of a live audience from the INDYCAR Fan Village at Mandalay Bay in Las Vegas, at 10 a.m. (PT) on Oct 15. The event will be hosted by 2011 Indianapolis 500 Champion Dan Wheldon. Wheldon also will field questions about the \$5 million Go Daddy INDYCAR Challenge taking place during the IZOD INDYCAR World Championships Presented by Honda for the race on Sunday, October 16, when the 2011 IZOD IndyCar Series title will be decided between Franchitti and Power. Wheldon will be starting from the rear of the field of entries on race day and, if he wins the race, he and a lucky sweepstakes winner will split \$5 million.

October 30, 2011 – Stocks 2011 Vancouver, BC - David Lucatch, CEO of Intertainment Media Inc. will be a guest speaker at Stocks 2011 (www.stocks2011.ca). Stocks 2011 is an investment conference featuring expert insight into the stock market - from specific sectors and stocks to macroeconomic trends that affect the market. Small cap and emerging growth stock situations will be highlighted, with resource, clean & green tech, technology and industrial issuers offering upside potential to private and professional investors.

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For 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 subsidiary 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 one 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.

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.

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 on the OTCQX under the symbol "ITMTF". Intertainment 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. 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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