



Entertainment's Ortsbo Continues Growth Achieving 15% Increase Of Unique Users To Over 20 Million In First Half of October

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – October 24, 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) continues to accelerate growth in October, achieving up to 15% growth of the measured key performance metrics over the same calendar period in September 2011, with over 130 Million Minutes of User Engagement, 63 Million Page Views, 26 Million Online Sessions from over 20 Million Unique Users, from over 170 countries and territories during the period of October 1st to 15th, 2011. Mobile metrics are not reflected in these results.

With the recent launch of Ortsbo's iPhone app, O2O for the iPad, available at iTunes, its Windows Phone 7 app, available in the Windows Marketplace and the release of its Android mobile app, users are now spending time both on Ortsbo via mobile smartphones, tablets, laptops and desktop based computers. The Company expects to begin reporting mobile metrics in early 2012 as its initial rollout of apps is completed.

Trials of Ortsbo's translation solution for sending and receiving emails through Microsoft Outlook, "O4O", have been completed and commercial solutions will be available shortly.

Record Results for October 2011

Ortsbo's social media offering continues to accelerate achieving record results with substantive month over month growth in October 2011. Ortsbo has found that as new users become more adept with the site, the number of page views diminishes per user, as they do not require any of the support pages to use the site.

	Oct. 1 to 15	Sept. 1 to 15	Period % Increase
Online Sessions	26,568,449	24,446,899	+9%
Page Views	63,113,119	58,433,724	+8%
Unique Users For Period	20,214,417	17,628,423	+15%
Minutes of User Engagement	130,751,343	126,538,779	+03%

Upcoming Events:

Ortsbo O4O Commercial – Ortsbo is preparing for the launch of its commercial version of Ortsbo for Microsoft Office based on a successful beta trial and excellent user feedback.

October 30, 2011 – Stocks 2011 Vancouver, BC - David Lucatch, CEO of Entertainment 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.

To become a Facebook Fan of Ortsbo, sign up at www.facebook.com/ortsbo

Follow Ortsbo on Twitter

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 with 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.

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.

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