



Entertainment's Ortsbo Releases Patent Pending One2One App For Microsoft Windows Phone 7

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – September 7, 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) has released its patent pending Ortsbo One2One ("O2O") app for Microsoft Windows Phone 7 mobile devices via the Windows Marketplace.

Ortsbo One2One is initially an advertising sponsored app that has been localized for download by users from the WP7 app store in 5 native languages including English, French, Spanish, German and Italian while translating in over 50 languages.

The release is the latest in a series of mobile announcements for Ortsbo as it has already launched its O2go social media app for Apple iPhones, available on iTunes, and is beta testing a version for Android.

O2O is easy to use, powerful tool that any traveler can't be without. O2O allows you to have a one device conversation with someone seamlessly in over 50 languages. Ortsbo O2O enables mobile phones and portable computing devices to communicate in 2 separate languages directly with the device user and the recipient. A user can type a message in one language and the message is instantly translated into the 2nd selected language and vice versa.

The O2O app is ideal for traveling and for communicating with an individual or group, where the user does not speak the native language. Ortsbo's One2One translates your inputted text by using Ortsbo's powerful experiential translation platform allowing a user to communicate with the recipient in a free flowing style without the need for guides or other translation devices.

Ortsbo will also be releasing, in the near future, versions of O2O for Apple and Android devices and a Windows Phone 7 version of its O2go social media chat platform.

"Ortsbo's One2One, or O2O, patent pending app for Windows Phone 7 delivers another key milestone as the Ortsbo team strives to meet an accelerated schedule for providing global leadership in the development and execution of products and services that break down the language barrier", **commented David Lucatch, CEO Entertainment / President Ortsbo Inc.** "As a Company, we are committed to meeting the objectives we've set and continue to move Ortsbo from a consumer centric social model to a revenue centric commercial platform, while empowering our consumer and commercial users to benefit from our multi-form factor experiential language products."

IDC Predicts that Windows Phone 7 will Outrank Apple in 2012

According to research released in March 2011 from **IDC**, the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets, Windows Phone 7 will overtake Apple's iOS platform by 2015.

The key success track for the massive growth of Windows Phone 7 according to IDC is the partnership between Nokia and Microsoft. The reports suggests that when Symbian, Nokia's operating system is gone, Windows Phone 7 will prevail.

The IDC report concludes that the first Windows Phone 7 powered Nokia devices will launch by 2012.

During 2012, according to IDC, Windows Phone 7 will be the second biggest platform on the planet, ranking just below Android.

Ortsbo, together with its Commobility team continues to develop secured IP mobile and portable computing technology initiatives, including solutions for multi-lingual communications, location based and proximity communications solutions as well as additional device solutions for Windows Phone and BlackBerry. Details of future products applications will be released as they become available.

Upcoming Events:

July through 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

Early September 2011 - Ortsbo 040 - With the launch of Ortsbo's email plug in for Microsoft Outlook, or "O40", Ortsbo has selected, and is notifying its winners of the **Ortsbo Cruise Into Translation Contest**. Users who registered and installed O40 through August 2011 had the opportunity to win 1 of 5 trips on the KISS KRUISE in October as well as other VIP prizes. Winners will be announced as they are notified and confirmed.

September 20 – 21, 2011 - LA Mobile Entertainment Summit, presented by Ortsbo. Featuring Keynote speaker Gene Simmons and David Lucatch, the LA Mobile Entertainment Summit, presented by Ortsbo brings together the most prestigious group of entertainment, financial and corporate players, The LA Mobile Entertainment Summit's unique environment enables attendees to engage, debate and define the latest developments in the mobile marketplace. With an unprecedented group of mobile opinion leaders, the summit will focus on how companies can monetize with mobile technology. For more information, please <http://www.lamobilesummit.net>

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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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