NOT FOR DISTRIBUTION TO UNITED STATES NEWSWIRE SERVICES OR FOR DISSEMINATION IN THE UNITED STATES

Intertainment Media Announces that *Active ImageNation Inc. Updates its Go-Forward Strategies After Successful Holiday Season Sales*

TORONTO, CANADA / NEW YORK, NY – January 21, 2016 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / US:ITMTF / FRA:I4T) is pleased to announce that Active ImageNation Inc. (DBA Cap That) ("Cap That"), a company in which Intertainment has a minority equity investment in, has experienced dramatic success through November and December with holiday promotions in conjunction with 2 Chainz and other artists. Cap That has mutually agreed with Cluny Capital Corp. (TSXV:CLN.P) to terminate their letter of intent dated September 11, 2015 as Cap That believes they are now better suited to other opportunities and are currently exploring a number of alternatives.

Thanks to a recommendation from a leading ecommerce solution provider, Charlie Jabaley, co-manager of 2 Chainz and co-owner of Street Execs chose to partner with Cap That on an exciting Christmas line that launched in November of 2015 ultimately culminating in approximately US$2 Million in gross sales. The line consisted of T-shirts and "ugly sweater" designs for the Christmas market and tied to 2 Chainz' charity, the T.R.U. Foundation that assists families in need. As a result of the increased visibility, other Cap That Stores also experienced a significant increase in sales as well. The Dabbin Santa Christmas line was featured in articles on Billboard and Forbes.

http://www.billboard.com/biz/articles/6836034/how-2-chainz-dabbin-santa-sweaters-became-booming-business-and-redefined

http://www.forbes.com/sites/shawnsetaro/2015/12/28/2-chainz-conquers-christmas-with-dabbin-santa/

Jabaley has taken on the role of Chief Marketing Officer. He intends to bring them to the attention of other major artists in the industry.

Cap That is unique in its ability to move quickly and capitalize on emerging trends and January sales continue to increase significantly. Their company is structured to produce product on demand rather than through a more traditionally managed merchandise model which would include stockpiling inventory that may or may not sell. No product is guaranteed to have success and Cap That's capacity to produce product based on purchase orders allows them to remain nimble and cater to new designs substantiated by actual demand rather than on a projected sales model basis.

"We are excited to be working with Charlie Jabaley and thrilled with the success of the Dabbin Santa line over the holiday season," said David Hibbard Co-Founder Active ImageNation.

About Intertainment - www.intertainmentmedia.com

Intertainment is one of Canada's leading technology incubators and is focused on developing, nurturing and investing in both North American and global technologies and companies that provide technology solutions for brands and consumers alike. Intertainment also owns and operates a number of key properties and has investments in leading edge technologies and social media platforms, including TranzActive, CapThat, theAudience, Lexifone and Yappn Corp (www.yappn.com) (OTCQB:YPPN). For more information on Intertainment and its properties, please visit www.intertainmentmedia.com

Intertainment is headquartered in the Toronto, Canada region, with offices in New York and Los Angeles, CA and is listed on the TSX Venture Exchange under the symbol "INT" (TSXV:INT) and in the US under the symbol "ITMTF". Intertainment is also traded in Europe on the Open Market (Regulate Unofficial Market) of the Frankfurt Exchange under the symbol "I4T".

Contact

Mr. Anthony R. Pearlman, COO
info@intertainmentmedia.com

Forward Looking Information

This news release contains certain "forward-looking information" within the meaning of such statements under applicable securities law.

Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Forward-looking information is based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements. Actual timelines associated may vary from those anticipated in this news release and such variations may be material. Actual results could differ materially because of factors discussed in the management discussion and analysis section of our interim and most recent annual financial statements or other reports and filings with the TSX Venture Exchange and applicable Canadian securities regulators. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, unless required by law. The reader is cautioned not to place undue reliance on this forward-looking information.

This news release is not an offer of securities for sale in the United States. Securities may not be offered or sold in the United States or to or for the account or benefit of U.S. persons (as such terms are defined in Regulation S under the United States Securities Act of 1933, as amended (the "U.S. Securities Act")), absent registration or an exemption from registration. The securities offered have not been and will not be registered under the U.S. Securities Act or any state securities laws and, therefore, may not be offered for sale in the United States, except in transactions exempt from registration under the U.S. Securities Act and applicable state securities laws.