



... *Creating Value*

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INNOVIUM CAPITAL CORP. REPORTS NOBEL PRIZE WINNER DR. JAMES WATSON JOINS SEED MEDIA GROUP

Toronto ... Innovium Capital Corp. reports that one of its investments, Seed Media Group, announced yesterday the appointment of Dr. James Watson as Special Advisor to the Board. Dr. Watson received the Nobel Prize for his co-discovery of the structure of DNA.

James Watson holds honorary degrees from 33 universities including Harvard University, Cambridge University, and the University of Chicago. He has served as Consultant to the President's Scientific Advisory Committee and is a member of the National Academy of Sciences and the UK's Royal Society.

Dr. Watson was awarded the National Medal of Science and the Presidential Medal of Freedom and has served on the faculties of the California Institute of Technology and Harvard University. In 2002, Queen Elizabeth declared him an Honorary Knight of the British Empire. He received his B.S. in Zoology from the University of Chicago and his Ph.D. from Indiana University. He served as President of Cold Spring Harbor Laboratory from 1994-2003, at which time he became its Chancellor.

"It is my distinct pleasure to welcome Dr. Watson to Seed Media Group," said Mr. Adam Bly, Founder and Chief Executive Officer. "As we grow into a global science media and entertainment company, Dr. Watson will serve as an invaluable guide to our Board of Directors."

About Seed Media Group

Seed, the magazine that shook up the publishing industry with its bold coverage of the emerging global science culture, recently announced that it has closed a round of funding and has formed Seed Media Group LLC, a new media company focused on expanding its content and brand to various forms of media. As part of its growth strategy, Seed Media Group will develop original science content aimed at a general audience for distribution across a number of media channels, including magazines, books, newspapers, online, digital, film and television. Seed Media Group's endeavors will present science in the same culturally articulate and accessible style that earned *Seed* a prestigious UTNE Independent Press Award in 2004 and the support of leading advertisers. For more information: www.seedmediagroup.com.

About Innovium Capital Corp.

Innovium invests in innovative opportunities and trades under the symbol IN on the TSX Venture Exchange. The Company benefits from an ongoing income stream from past agri-divestitures and consists of interests in Atlantis Systems Corp. (TSX symbol - AIQ), a globally recognized developer of simulation-based training systems principally for military and commercial aircraft servicing an international client base; Fly America Furniture, a privately-owned corporation specializing in high-quality, affordable retail furniture and decorative accessories; CablesEdge Software, which has developed the simplest, and most accessible, way for mobile users to access desktop information with the fewest keyclicks, and from any mobile device; RxRite, a developer of point-of-care e-Prescribing solutions providing physicians, pharmacies, payers and Pharmacy Benefit Managers with the ability to communicate effectively for the safe, secure, creation, transmission, and processing of electronic prescriptions; First Person Plural, an adver gaming venture in which Innovium recently purchased a 35% interest; and the Seed Media Group.

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