



... *Creating Value*

130 Adelaide Street West, Suite 3210
Toronto, Ontario M5H 3P5
T: (416) 862-7444 F: (416) 862-7007

1 Place Ville Marie, Suite 2736
Montreal, Quebec H3B 4G4
T: (514) 281-0481 F: (514) 281-0294

Symbol - *IN* (TSX - V)

06-01

February 28, 2006

Innovium Investment FPP Introduces its Internet Demographic Targeting Technology

Toronto ... Innovium Capital Corp. (“Innovium”) reports that its investment, First Person Plural Inc. (“FPP”) has announced the launch of its new marketing software, Witness™, a revolutionary internet targeting and profiling technology that allows marketers to deliver their advertising message through advergames and websites to a precise demographic.

Working with FPP, advertisers are able to develop advergames or websites that use Witness to build a detailed demographic profile on individual users, allowing them to send specific marketing messages to a chosen demographic, collecting consumer intelligence throughout the process.

Using Witness, marketers will be able to learn about consumer behavior and preferences, test products and marketing approaches, build brand awareness, drive traffic and sales, decrease wasted advertising expenditure and increase return on investment.

From the consumer’s perspective, precision marketing ensures that only relevant messages are received, resulting in more positive associations between audience and brand.

“Advertisers are increasingly faced with the difficulty of finding the elusive consumer especially in the coveted 18-34 demographic which is increasingly abandoning traditional media for the internet”, said FPP Chief Operating Officer Darren Henriet. “Advertisers need to engage this audience where it plays if they want to remain relevant to this leading edge generation. Using our technology, marketers are able to position their products and services in this rapidly growing interactive space.”

Marketers interact with Witness using its intuitive, 3D web interface to place advertising, verify results and adjust their campaigns, all in real-time. To learn more about how FPP’s interactive tools and customized marketing solutions can enhance your business, please visit FPP’s website at www.firstpersonpluralinc.com.

About First Person Plural

First Person Plural’s mission is simple: develop new methods of interactive marketing that deliver the audience, one precision targeted consumer at a time, for the mutual benefit of both advertiser and audience. We believe that our success will result from the creative combination of the unique talents of each member of our bright, impassioned and inspiring team. At FPP we imagine and build that elusive intersection between technology, message and audience. For more information, please visit www.firstpersonpluralinc.com

...../2

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; 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; Seed Media Group LLC, a new media company which develops original science content, aimed at a general audience and distributed across a number of media channels including its ground-breaking SEED magazine; First Person Plural, an innovative interactive marketing and adver gaming company; and 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 and secure creation, transmission, and processing of electronic prescriptions.

For additional information contact: *info@innovium.ca*

Neil Raymond, Chairman and CEO	(514) 281-0481	ceo@innovium.ca
Jamie Macintosh, President and COO	(416) 862-7444	president@innovium.ca
Julio DiGirolamo, CFO and Corporate Secretary	(416) 862-7444	cfo@innovium.ca