

Symbol - *IN* (TSX - V)

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Innovium's Seed Media Group Announces SCIENCEBLOGS.COM CHALLENGE

Toronto..... Innovium Capital Corp. announces that one of its investments, Seed Media Group, an emerging science media and entertainment company, has issued a fundraising challenge to visitors of its scienceblogs.com digital network. The challenge, enabled through DonorsChoose as part of their BloggersChoose initiative, allows bloggers and their readers to select and fund science projects for teachers and their students across the United States. To support this effort, Seed Media Group has pledged to match the first \$10,000 raised during this project.

"At Seed Media Group and ScienceBlogs, our ambition is to improve science literacy," said Adam Bly, Founder and CEO. "By putting the fundraising and grassroots power of blogs to work, we can have an immediate impact on science education across the country."

The initiative at ScienceBlogs.com is called ScienceBlogsChoose. Nineteen bloggers at ScienceBlogs each challenged their readers to fund a number of science projects at DonorsChoose, where teachers have posted mini-proposals for necessary teaching aids and materials in under-funded public schools. So far, over 150 readers have donated over \$13,000 for a total of \$23,000, making more than 50 classroom science projects possible for K-12 students.

"Bloggers have self-organized to raise money for charitable causes, like Hurricane Katrina," said Charles Best, founder and CEO of DonorsChoose. "But outside of political campaigns, to our knowledge no organization has created tools specifically for bloggers to raise funds on their behalf. We created the Blogger Challenge to help turn 'citizen journalists' into 'citizen philanthropists,' and we're thrilled that the ScienceBloggers have been the first group to take up the challenge. They and their readers have made a real difference in the lives of hundreds of kids."

About Seed Media Group

Seed Media Group is an emerging science media and entertainment company headquartered in New York with vested interests in publishing and digital media. Seed Media Group properties include *Seed* magazine, seedmagazine.com, scienceblogs.com and phylotaxis.com. For more information, please visit seedmediagroup.com.

About DonorsChoose

DonorsChoose is a simple way to fulfill needs and foster innovation in our public schools. At DonorsChoose.org, teachers submit ideas for experiences and materials that their students need to learn.

Any individual can search proposals by areas of interest, learn about classroom needs, and choose to fund the project she/he finds most compelling. Donors receive a feedback package of photographs, student thank-you notes, a teacher impact letter, and an expenditure report showing that their gift was spent as directed.

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Last year, DonorsChoose surpassed 1,000 other organizations to win the Nonprofit Innovation Award created by Stanford Business School and Amazon.com. This year, the organization is laying the groundwork for national expansion.

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 its venture investment portfolio includes interests in Seed Media Group LLC, a science media and entertainment company which develops original science content; CablesEdge Software, which has developed the simplest, and most accessible, way for mobile users to access desktop information with the fewest keyclicks from any mobile device; First Person Plural, an interactive marketing and advergaming 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. Innovium also maintains a portfolio of liquid investments, including a position in Atlantis Systems Corp. (TSX symbol - AIQ).

Innovium Capital trades under the symbol **IN** on the TSX Venture Exchange.

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