



...unlocking value

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INNOVIUM INVESTMENT SEED MEDIA GROUP ANNOUNCES AMAZON.COM DISTRIBUTION PARTNERSHIP

Toronto ... Innovium Media Properties Corp. ("Innovium") announces that one of its investments, Seed Media Group ("SMG"), has announced it will syndicate blog content over the newly released Amazon Kindle. Kindle users will have access to over forty-eight live blog feeds from the largest online community dedicated to science, Seed Media Group's ScienceBlogs. The Amazon Kindle is a revolutionary portable reader that wirelessly downloads books, blogs, magazines and newspapers to a crisp, high-resolution electronic paper display that looks and reads like real paper. The Kindle top-ten bestsellers list for blogs in the science category is currently wholly comprised of ScienceBlogs titles.

"We are pleased to be a part of the launch of the Kindle and to have been chosen by Amazon as one of their largest content launch partners," said Adam Bly, founder and CEO of Seed Media Group.

"We are excited to make Seed Media Group's ScienceBlogs available to Kindle customers who can now get Scienceblogs auto-delivered to them throughout the day whether they're reading on a bus, in a coffee shop, or at the park. ScienceBlogs has its finger on the pulse of science and now Kindle customers can too," said Ian Freed, Vice President, Amazon Kindle.

About Seed Media Group

Seed Media Group (www.seedmediagroup.com) is a leading science media company, with a portfolio spanning magazines, online and social media. What ties its products and services together is its passion for science and its advocacy of science literacy around the world. Seed Media Group is headquartered in New York City, and its team collaborates from bureaus in Los Angeles, Washington, DC, London, Munich, and Shanghai.

About Amazon.com

Amazon.com, Inc., (Nasdaq: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

About Innovium Media Properties Corp.

Innovium invests in innovative media opportunities and benefits from an ongoing income stream from past agri-divestitures. Its venture investment portfolio is focused upon Seed Media Group, LLC, an emerging science media company that develops original science content, including www.scienceblogs.com. The rapid growth of the digital media "space" is providing lucrative opportunities. This coupled with Innovium's constructive relationship with Seed Media Group will likely become an area of increased investment concentration. Innovium trades under the symbol *IN* on the TSX Venture Exchange ("TSX - V") and *IH7* on the Frankfurt Stock Exchange ("FWB").

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

**** We seek safe harbour ****