



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

1 Place Ville Marie, Suite 2020
Montreal, Quebec H3B 2C4
T: (514) 281-0481 F: (514) 281-0294

Symbol - *INV* (TSX - V)
- *IH7* (FWB)

08-05
July 3, 2008

Innovium Investment Seed Media Group LLC subsidiary
ScienceBlogs Achieves Record Growth

Toronto ... Innovium Media Properties Corp. ("Innovium") reports that ScienceBlogs, LLC, the web's largest science community and a subsidiary of its primary investment Seed Media Group LLC ("Seed") provided an update. Traffic for the first six months of 2008 increased by more than 60% over the same period last year, with total visits through June 30th reaching approximately 14 million, an all-time high.

"We are extremely happy with the sustained monthly growth of our network, and the increasing vitality of our community," said Sarah Glasser, Vice President, Marketing for Seed Media Group, the parent company of ScienceBlogs. "ScienceBlogs has become a must-read destination site for the intellectually curious from around the world and we are continuously working to make it more useful and interactive for our readers."

So far, ScienceBlogs has generated over 107 million page views since its launch in 2006 and drawn over 41 million visits to the site. ScienceBlogs publishes 70% of the best-selling blogs in the science category on Amazon's Kindle and is one of the top 25 best-selling blogs overall, together with sites like Huffington Post, Daily Kos and Boing Boing.

Since January 2008, ScienceBlogs has recruited A Good Poop, Bioephemera, Drug Monkey, ERV, Green Gabbro, Not Exactly Rocket Science, and See Jane Compute to join its network of bloggers. As of June 30, ScienceBlogs publishes 70 blogs in English on its main site, www.scienceblogs.com, and 28 blogs in German on its sister site, www.scienceblogs.de, a partnership with Hubert Burda Media.

About Innovium Media Properties Corp.

Innovium invests in innovative media opportunities. Its venture investment portfolio is focused on Seed Media Group, LLC, a private emerging science media company that develops original science content, including www.scienceblogs.com. Innovium trades under the symbol ***INV*** on the TSX Venture Exchange ("TSX - V") and ***IH7*** on the Frankfurt Stock Exchange ("FWB").

About ScienceBlogs, LLC

ScienceBlogs (www.scienceblogs.com) is the largest science community on the web, with over 90 blogs worldwide. The blogroll comprises a group of scientists, educators, and journalists - among them are 42 PhDs, 5 MDs and 2 Rhodes Scholars - that span the realm of science, covering fields from neuroscience to the environment.

...2/

About Seed Media Group LLC

Seed Media Group (www.seedmediagroup.com) is a global media and technology company with a portfolio spanning publishing, software, digital media, conferences, museums, and social media. What ties its products together is a passion for science and an advocacy of science literacy around the world. Seed Media Group is headquartered in New York City and its team collaborates from bureaus around the world.

For additional information contact: innovium@innovium.ca

Neil Raymond, Chairman and CEO (514) 281-0481 ceo@innovium.ca

Jamie Macintosh, President and COO (416) 862-7444 coo@innovium.ca

Julio DiGirolamo, CFO and Corporate Secretary (416) 862-7444 cfo@innovium.ca