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**Innovium Investment Seed Media Group LLC subsidiary**  
***ScienceBlogs Launches New Technology***

**Toronto** ... Innovium Media Properties Corp. ("Innovium") reports that ScienceBlogs, LLC, has launched a new technology that helps scientists better utilize blogging. ScienceBlogs, a subsidiary of Innovium's primary investment Seed Media Group LLC ("Seed"), represents a significant value within Seed's portfolio of science media properties. Scienceblogs which started in 2006 has grown to become the web's largest science community with over 70 blogs in English ([www.scienceblogs.com](http://www.scienceblogs.com)) and another 30 blogs in German ([www.scienceblogs.de](http://www.scienceblogs.de)) with its German-based partner Hubert Burda Media.

The new technology from Seed Media Group, launched today, will help scientists make use of the explosion of discussions in the blogosphere surrounding published peer-reviewed science. These unique and rich discussions are currently scattered across the web and are difficult to find, navigate and track. As a result, much potentially valuable scientific information is virtually invisible to other scientists.

Seed's solution seeks to address this problem by providing scientists with tools to clearly label and tag blog posts about peer-reviewed research. Labeled posts are then aggregated, indexed, displayed, and disseminated, effectively making blogging more functional to the advancement of science.

Seed's technology powers ResearchBlogging.org, a site created by ScienceBlogs blogger Dave Munger in collaboration with leading members of the scientific blogging community. An earlier version of the site was launched in January 2008. To date, 400 bloggers have registered with ResearchBlogging and are making use of the new tools. The latest version of the site, developed by Seed, has an array of new features including multiple language support, topic-specific RSS feeds and customized user homepages.

**About ScienceBlogs, LLC**

ScienceBlogs ([www.scienceblogs.com](http://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 42 PhDs, 5 MDs and 2 Rhodes Scholars - that span the realm of science, covering fields from neuroscience to the environment.

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### **About Seed Media Group LLC**

Seed Media Group ([www.seedmediagroup.com](http://www.seedmediagroup.com)) is a global media and technology company with a portfolio spanning magazines, 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.

### **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](http://www.scienceblogs.com). 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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