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### **Innovium Investment Seed Media Group LLC**

#### ***ScienceBlogs partners with Bloggingheads.tv & Seed Digital Edition launched***

**Toronto** ... Innovium Media Properties Corp. ("Innovium") reports that Seed Media Group LLC ("**SEED**") subsidiary ScienceBlogs, LLC recently announced a partnership with Bloggingheads.tv, a blog that has garnered rave reviews for its smart diavlogs (*dialogue + video + blog*) - streaming webcam video debates between two leading thinkers on a variety of topics. The videos are also featured on the New York Times Op-Ed section three times a week.

As part of the collaborative partnership with ScienceBlogs, Bloggingheads.tv 'Saturday Science' diavlogs will be based on content supplied from ScienceBlogs posts and will occasionally feature ScienceBlogs bloggers in their own video dialogues. Excerpts from the 'Saturday Science' videos will be featured on the ScienceBlogs homepage every Saturday. "ScienceBlogs has become the destination for a lively discussion of topical issues in science, and our partnership with Bloggingheads.tv is a great way to extend that conversation via a new medium and to a new audience," said Sarah Glasser, *SEED's* VP of Marketing.

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**SEED** flagship, Seed Magazine ("Seed"), recently announced the launch of its digital edition - a mobile, searchable, and web-based version of the print format. The digital copy will be delivered to subscribers a week before the print version of Seed hits newsstands.

The digital edition is a new way to expand Seed's national and international readership, and will additionally drive more traffic to seedmagazine.com by linking to web-exclusive content, video, and more.

To bring the digital edition to the marketplace, Seed is working with Zinio - a leader in digital magazine publishing - who will digitize Seed's issues as well as feature Seed in their online store and on Barnes & Noble's online marketplace.

To preview the first digital edition, visit: [www.zinio.com/express3?issue=319712669](http://www.zinio.com/express3?issue=319712669).

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#### **About Bloggingheads.tv**

Bloggingheads.tv ([www.bloggingheads.tv](http://www.bloggingheads.tv)) is a political, world events, philosophy, and science video blog discussion site in which the participants take part in an active back and forth conversation via webcam which is then broadcast online to viewers. Launched in 2005, the videos are now viewed all over the world and feature top guest contributors.

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### **About ScienceBlogs**

ScienceBlogs ([www.scienceblogs.com](http://www.scienceblogs.com)) is the largest science community on the web, with over 114 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.

### **About Seed Magazine**

Named the magazine that “best captures the cultural zeitgeist” (Media Post) and one of the top magazines in the United States (National Magazine Awards), Seed stems from and offers its readership a distinctly 21<sup>st</sup> Century view of the world. As science transforms the social, political, economic, aesthetic, moral and intellectual landscape of our time, Seed delivers insights, opinions, profiles and reports from the frontline of this cultural shift, all presented alongside cutting-edge design and photography. In print and online, Seed is essential reading for the world’s science and technology thought-leaders and the magazine of the intellectually curious. Seed appears six times a year in print and is updated constantly at [www.seedmagazine.com](http://www.seedmagazine.com).

### **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’s venture investment portfolio is focused on Seed Media Group LLC, a private emerging media and technology company that develops original science content ([www.innovium.ca](http://www.innovium.ca)). 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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