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Innovium Investment, Seed Media Group LLC, Launches Scienceblogs Brazil

Toronto ... Innovium Media Properties Corp. ("Innovium") reports that Seed Media Group LLC's ScienceBlogs.com, the web's largest science community, launched its newest international site, ScienceBlogs Brazil (scienceblogs.com.br).

ScienceBlogs Brazil brings together the most original and influential voices within the Brazilian science community, some of whom have already won accolades for their blogging. Edited from São Paulo by Carlos Hotta and Atila Iamarino, ScienceBlogs Brazil launches today with 23 Portuguese-language blogs on topics ranging from genetics to the environment. "I think we need people committed to raising scientific awareness in Brazil," said Carlos Hotta, "and I am certain that ScienceBlogs Brazil will turn our local voices into global ones."

With its growing science community and emphasis on science as a cornerstone of economic growth under a multi-year, multi-billion dollar Science, Technology and Innovation Plan of Action for National Development, Brazil is emerging as a vital player in global science culture. The country is the fifth most populous in the world and has over 67 million Internet users.

"We are thrilled with the growth of ScienceBlogs around the world and the rich conversation that it engenders," said Fabien Savenay, Senior Vice President for Seed Media Group, the parent company of ScienceBlogs. "We are excited to now bring this conversation to South America."

About ScienceBlogs, LLC

ScienceBlogs (scienceblogs.com), part of Seed Media Group, is the largest science community on the web and publishes more than 130 blogs around the world spanning all areas of science and all intersections of science and society. The blogroll comprises a group of scientists, educators, and journalists - among them PhDs, MDs and 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) 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 devoted to Seed Media Group LLC, a private media and technology company focused on the professional and consumer science markets. Seed's award winning brands include Seed® (www.seedmagazine.com) and ScienceBlogs® (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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