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## Innovium Investment Seed Media Group LLC Achieves Record Online Growth in First Quarter

**Toronto** ... Innovium Media Properties Corp. (“Innovium”) reports that its investment, Seed Media Group LLC, announced on that online traffic across its network of sites for the first quarter of 2009 increased by more than 20% over the previous quarter, with total visits through March 31 topping 10 million, an all-time high.

ScienceBlogs reached a high of more than 1.6 million unique visitors in March. This quarter also saw significant international growth, including the successful launch of ScienceBlogs Brazil ([www.scienceblogs.br.com](http://www.scienceblogs.br.com)). ScienceBlogs Germany ([www.scienceblogs.de](http://www.scienceblogs.de)) formed partnerships with Mars and L’Oreal, and will be the official live blog of the 2009 Lindau Nobel Laureates Meeting.

Seed Media Group also launched this quarter the newly designed and re-envisioned SEEDMAGAZINE.COM, generating regular mentions of its unique content in the press, including on BBC and in *The New York Times*. The site is visited daily by science and technology thought-leaders in more than 60 countries.

### 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.

### 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 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](http://www.seedmagazine.com)) and ScienceBlogs® ([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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