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Innovium Investment Seed Media Group Announces New Initiatives

Toronto ... Innovium Media Properties Corp. ("Innovium") reports that Seed Media Group LLC ("Seed") Founder and CEO, Adam Bly, announced a number of new initiatives and innovations in scientific communication during a keynote speech at the Society for Scholarly Publishing (SSP) Annual Meeting in Baltimore, Maryland. One of Seed's principal assets is Scienceblogs.com, the largest science-related community online. The following initiatives enhance Seed's existing revenue-generating, blog-related product offerings.

- Bly officially launched a new Information Science channel on ScienceBlogs for the 10,000 librarians who regularly visit the site. The new channel will feature several prominent librarian-bloggers and information scientists and will focus on open access and open science, digital and print publishing, intellectual property and ownership, data visualization, and other revolutions in information science.
- Bly previewed the new version of ResearchBlogging to SSP attendees. The software from Seed Technology connects scientific papers to scientific blogs, enabling researchers to make use of the unique and timely information about current science in the blogosphere. The new version of ResearchBlogging includes support for citation data from both ArXiv (an electronic archive for scientific papers) and PubMed (a search engine provided by the US National Library of Medicine for accessing Life Sciences citations, abstracts and articles) and streamlined citation generation.
- Bly unveiled RB Connect, a new service that enables scientific publishers to link articles to aggregated blog posts from ResearchBlogging. RB Connect will be launched on the websites of PLoS One from the Public Library of Science, the pioneering open access publisher, and the Royal Society (Royal Society of London for the Improvement of Natural Knowledge), the British scientific society and publisher founded in 1660.

In his speech, Bly said: "We sit today with the opportunity to re-imagine our industry and redefine its first principles. This is a moment not for incremental change but a wholesale revolution."

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About ScienceBlogs, LLC

ScienceBlogs (www.scienceblogs.com, www.scienceblogs.de & www.scienceblogs.com.br) is the largest science community on the web, with over 100 blogs worldwide in three languages. The blogroll comprises a group of scientists, educators, and journalists - among them over 40 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) 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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