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**Symbols - *IN* (TSX - V)**  
**- *IH7* (FWB)**

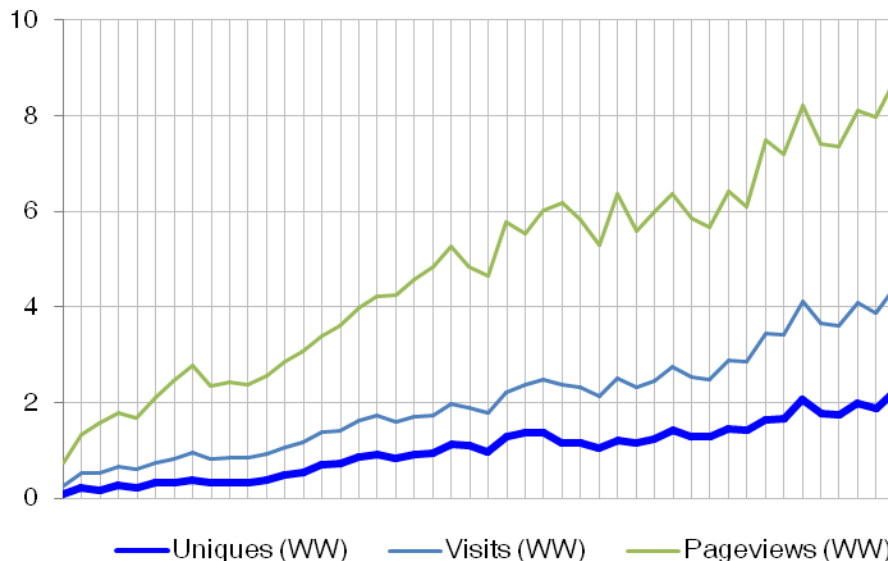
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 April 08, 2010

**Innovium’s Investment, ScienceBlogs, Reports  
 Double-Digit Traffic Growth for 2009 and Q1 2010**

**Toronto** ... Innovium Media Properties Corp. (“Innovium”) reports that ScienceBlogs.com, a Seed Media Group property and the leading social media site in the science category, released traffic figures for 2009 and the first quarter of 2010 (Source: Google Analytics).

- Visits for the quarter ending March 31 grew by 41% year-over-year to approximately 13 million, and page views topped 25 million. Monthly unique visitors grew to 2.4 million worldwide and in the US surpassed 2 million for the first time this March.
- Total visits for 2009 grew by 55% year-over-year to 45 million and average monthly unique visitors climbed 49% to 1.9 million.
- ScienceBlogs.com has achieved high double-digit traffic growth (at least 50%) every year since its launch in 2006.

Launch-to-Date Traffic Growth (1/2006 – 3/2010)



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## About ScienceBlogs

ScienceBlogs (scienceblogs.com) is the leading social media site in the science category, with more than 130 acclaimed blogs, 11 content channels, a jobs platform, and a fast-growing audience of more than 2 million unique visitors a month. ScienceBlogs recently formed a strategic partnership with National Geographic spanning content and advertising sales. Outside the US, ScienceBlogs hosts sites in Germany (scienceblogs.de) and Brazil (scienceblogs.com.br).

## About Innovium Media Properties Corp.

Innovium is a public company with one investment.

- Innovium owns roughly 45% of Seed Media Group LLC ("Seed").
- Innovium trades on the TSX Venture Exchange and the Frankfurt Stock Exchange.

**Seed Media Group LLC** is a private company based in New York City.

- Seed is headed by its Founder, Adam Bly.
- Seed's goal is to be a dominant participant in the science information and technology sector.
- Seed's global brand was built on the success of SEED magazine (print and online).
- Seed's growth is provided by the following 3 initiatives, allied with distinct technology capabilities:

Seed Digital Media - **ScienceBlogs, LLC** - see above

Visualization is the dynamic and interactive graphic representation of information.

- Develops software that is used by organizations to make their data more understandable and marketable.

SEED Magazine - "Science is Culture" is an award-winning magazine that has printed 22 issues and now publishes online.

- The magazine has created a significant global brand and continues its mission of advancing global science literacy.

## For additional information please visit:

Innovium: [innovium.ca](http://innovium.ca); Seed: [seedmediagroup.com](http://seedmediagroup.com); ScienceBlogs: [scienceblogs.com](http://scienceblogs.com), [scienceblogs.de](http://scienceblogs.de), and [scienceblogs.com.br](http://scienceblogs.com.br); Visualization: [seedvisualization.com](http://seedvisualization.com); and, SEED Magazine: [seedmagazine.com](http://seedmagazine.com) Or email us at: [innovium@innovium.ca](mailto:innovium@innovium.ca)

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