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## **INNOVIUM INVESTMENT SEED MEDIA GROUP ANNOUNCES INTERNATIONAL PARTNERSHIP WITH HUBERT BURDA MEDIA**

**Toronto** ... Innovium Capital Corp. ("Innovium") announces that one of its investments, Seed Media Group ("SMG"), has formed a partnership with Hubert Burda Media. The partnership will initially lead to the European development of ScienceBlogs, the largest online science community ([www.scienceblogs.com](http://www.scienceblogs.com)). Since its launch in January 2006 by Seed Media Group, ScienceBlogs has grown to include 65 blogs across all areas of science, and attracted more than 1.7 million visits in August (Google Analytics), its twentieth straight month of growth. ScienceBlogs has seen its traffic grow by more than 500 percent since launch, with 30 percent now coming from outside the United States.

"We are excited to be entering the European market with Hubert Burda Media, a company that shares our values and that we consider to be among the most visionary and forward-thinking in the media industry," said Adam Bly, founder and CEO of Seed Media Group. "Today marks an important first step in Seed Media Group's international expansion."

"We see this partnership as a chance to help grow a global digital community of high social relevance. We share Seed Media Group's belief that 'Science is Culture' and are delighted to now be associated with an organization at the forefront of this cultural shift," said Dr. Marcel Reichart, Managing Director, R&D, Marketing & Communications, Hubert Burda Media.

### **About Seed Media Group**

Seed Media Group ([www.seedmediagroup.com](http://www.seedmediagroup.com)) is a leading science media company, with a portfolio spanning magazines, online and social media. What ties our products and services together is our passion for science and our advocacy of science literacy around the world. Seed Media Group is headquartered in New York City, and our team collaborates from bureaus in Los Angeles, Washington, DC, London, and Shanghai.

### **About Hubert Burda Media**

Hubert Burda Media ([www.burda.com](http://www.burda.com)) first entered the media market with printing and newspapers more than one hundred years ago. The company has since developed into a leading German magazine publisher (e.g. news and people magazines FOCUS and BUNTE) with more than 260 titles at home and in key international markets such as Russia, Eastern Europe, Turkey and South Korea. Since the nineties, Dr. Hubert Burda has been a pioneer in extending his magazine brands to the Internet and building media communities (e.g. health, travel, lifestyle). The company, with consolidated

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turnover of 1.6 billion Euro, has invested in more than 30 high-growth digital businesses, holds a strong domestic radio portfolio and operates acclaimed TV productions. Moreover, it runs a leading media sales network and a dynamic direct marketing group.

**About Innovium Capital Corp.**

Innovium invests in innovative media opportunities and benefits from an ongoing income stream from past agri-divestitures. Its venture investment portfolio is focused upon Seed Media Group LLC, an emerging science media and communications company that develops original science content, including [www.scienceblogs.com](http://www.scienceblogs.com). The rapid growth of the digital media “space” is providing lucrative opportunities. This coupled with Innovium’s constructive relationship with Seed Media Group will likely become an area of increased investment concentration ([www.seedmediagroup.com](http://www.seedmediagroup.com)).

Innovium Capital trades under the symbol **INV** on the TSX Venture Exchange (“TSX - V”) and **IH7** on the Frankfurt Stock Exchange (“FWB”).

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