



seed media group.

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FOR IMMEDIATE RELEASE

SEED MEDIA GROUP CEO ADAM BLY TO SPEAK AT WORLD ECONOMIC FORUM ON THE MIDDLE EAST IN EGYPT

NEW YORK, May 16, 2008—Seed Media Group announced today that its Founder and CEO Adam Bly will be speaking at the annual World Economic Forum on the Middle East to be held in Sharm El Sheikh, Egypt on May 18-20, 2008.

With opening speeches by President Hosni Mubarak and President George W. Bush, the 2008 World Economic Forum on the Middle East will focus on the impact of long-term global trends on the Middle East and the challenges and opportunities that will arise in the region over the next 20 years.

Adam Bly, a Young Global Leader of the World Economic Forum, has been invited to moderate the Innovation and Technology Session and offer insight on how to encourage scientific progress and innovation in the Middle East. The session will be held on Monday, May 19, 2008.

About Seed Media Group

Seed Media Group (www.seedmediagroup.com) is a global media and technology company with a portfolio spanning publishing, software, digital media, conferences, museums, and social media. What ties our products 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 the World Economic Forum

The World Economic Forum (www.weforum.org) is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas. Incorporated as a foundation in 1971, and based in Geneva, Switzerland, the World

Economic Forum is impartial and not-for-profit; it is tied to no political, partisan or national interests. The World Economic Forum is under the supervision of the Swiss Federal Government. Annual Meetings integrate the top decision-makers from all sectors of global society in the most representative way. Participation is by invitation only and strictly limited to the criteria and quota of each stakeholder group.

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