



FOR IMMEDIATE RELEASE

Media Contact:
Aviva Mohilner
212.715.1515
mohilnera@ruderrinn.com

**WORLD ECONOMIC FORUM SELECTS
ADAM BLY AS YOUNG GLOBAL LEADER**

Adam Bly joins leading executives, public figures and intellectuals under the age of 40 from nearly 70 countries who have been selected to help shape the future.

New York, NY and Geneva, Switzerland – January 16, 2007 – The World Economic Forum today announced that Adam Bly, Founder and Editor-in-Chief of *Seed* and CEO of Seed Media Group, has been selected as a Young Global Leader 2007.

This honor is bestowed each year by the World Economic Forum to recognize and acknowledge young leaders below the age of 40 from around the globe for their professional accomplishments, their contributions to society and their potential to contribute to shaping the future of the world. Mr. Bly is among 50 North Americans in the global 2007 class.

Drawn from a pool of over 4,000 candidates, the 250 Young Global Leaders selected in 2007 have been chosen by a committee of 34 eminent international media leaders, including Marjorie Scardino, Chief Executive of Pearson; Arthur Sulzberger, Chairman and Publisher of The New York Times; Tom Glocer, Chief Executive Officer of Reuters; and Hisashi Hieda, Chairman and Chief Executive Officer of Fuji Television Network. The committee is chaired by Her Majesty Queen Rania of the Hashemite Kingdom of Jordan.

Mr. Bly has also been invited to moderate panels on Science and Development and Science and Spirituality at this year's Annual Meeting of the World Economic Forum in Davos, Switzerland, which takes place from January 23-28.

For the official announcement from the World Economic Forum, please visit:
http://www.weforum.org/en/media/Latest%20Press%20Releases/YGL07_pressrelease

About Seed Media Group

Seed Media Group is an emerging science media and communications company. Headquartered in New York, with correspondents across the globe, Seed Media Group's brands include the critically-acclaimed science magazine *Seed*, and ScienceBlogs, the leading digital community dedicated to science. For more information, please visit www.seedmediagroup.com.

About Young Global Leaders

Established in 2004 by Professor Klaus Schwab, The Forum of Young Global Leaders is a unique, multi-stakeholder community of the world's most extraordinary young leaders who dedicate a part of their time to jointly address global challenges and who are committed to devote part of their knowledge and energy to collectively work towards a better future. Together, they engage in the 2030 Initiative, a comprehensive endeavor, to understand current and future trends, risks and opportunities both at global and regional levels, formulate a positive vision for the world in 2030, and put forward concrete strategies and workstreams to translate their vision into action.