

## FOR IMMEDIATE RELEASE

Media Contact:  
Aviva Mohilner  
212.715.1515  
mohilnera@ruderfinn.com

### SEED MAGAZINE PARTNERS WITH ONLINE COMMUNITY THREADLESS

New York – March 7, 2007 – *Seed* is proud to announce a partnership with Threadless, a popular online apparel design community.

The two brands have teamed up to promote a design contest centered around the theme, “Science is Culture.” The competition aims to create a stand-alone design inspired by the theme, which will then be printed on limited edition Threadless t-shirts and published in an upcoming issue of *Seed*.

A pioneer of ‘crowdsourcing,’ Threadless has exploded in popularity in the past two years, and now reaches a community of more than 400,000 users. The company produces t-shirts that are designed and voted on by the community, and the winning designs are produced and sold in limited editions. With 500 to 1,500 shirts per run, every design produced to date has sold out.

“We are thrilled to be joining forces with Threadless and its community of creative users,” said Adam Bly, *Seed* Founder and Editor-in-Chief. “The community at Threadless is creating some exciting visual interpretations of *Seed*’s ‘Science is Culture’ mission, and we look forward to showcasing the winning design in our pages.”

Design submissions for the “Science is Culture” contest will be accepted through March 19, 2007. The winning design will be published in *Seed*, and the winner will receive \$1,500 in cash, along with additional prizes from *Seed* and Threadless.

#### **About Seed Media Group**

Seed Media Group is a leading 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](http://www.seedmediagroup.com).

**About skinnyCorp, Inc.:** Founded in 2001, skinnyCorp is a global leader in crowd sourcing for the apparel design vertical. Its flagship online community, Threadless.com, is a highly trafficked, online community which draws together apparel designers to compete for the production of their design, primarily focusing on t-shirt sales to date.

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