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# Gaiam Rewards Positive Actions at DailyFeats

## Gaiam Feats Encourage Positive Change through Everyday Accomplishments

NEW YORK, Oct. 3, 2011 /PRNewswire/ -- Gaiam Inc., the leading distributor of lifestyle media and fitness accessories, today announced its collaboration with DailyFeats to sponsor and reward six "feats," challenging people to take actions that promote personal health, wellness and positivity. See them all and learn more about this pioneering partnership at <http://gaiam.dailyfeats.com/>.

Available free at [dailyfeats.com](http://dailyfeats.com) for web, iPhone and Android, DailyFeats guides people in doing small but significant actions, or "feats," that add up to big change. Along the way, they earn points, share with friends, and treat themselves to real-life rewards, motivating them to *go do good* -- every day. Gaiam's sponsored feats encourage people to take action in their communities and in their daily lives to build greater well-being, inspiring positive change through everyday actions.

How does it work? Whenever you do something meaningful and positive --- like enjoying a piece of fresh fruit, tutoring a kid, or one of Gaiam's feats about wellness and well-being -- use DailyFeats to check in that *feat*. You'll earn points to redeem for discounts at neighborhood businesses or savings from national brands, and you'll discover new feats to try. As an added incentive, people can earn \$10 in real-life savings at Gaiam, by collecting points whenever they complete a feat.

"Gaiam is proud to sponsor activities with DailyFeats that promote healthy, positive living," says Bill Sondheim, President, Gaiam. "DailyFeats does a tremendous job of guiding individuals on the steps they can take to accomplish personal goals that can eventually lead to significant changes on a larger scale. These objectives are certainly in line with Gaiam's mission so we are thrilled to announce this partnership," he adds.

Some of Gaiam's feats include:

- **Yoga**

Transform both mind and body with Yoga, an ancient practice that originated in India and gained popularity throughout the world as part of a path to enlightenment.

- **Get Inspired**

Sometimes all it takes to get up and get motivated are the right words at the right time. The Get Inspired feat encourages you to seek out and share words of wisdom.

- **Gratitude**

A simple "thank you" holds immeasurable power. Challenge yourself to harness the power of mindful gratitude -- and watch your life become happy, healthy and harmonious.

"Sometimes it's hard to see the value in small, positive actions," says Morley Ivers, President and COO of DailyFeats. "Gaiam, like DailyFeats, recognizes that value and is committed to celebrating it -- we're excited to work together to encourage people to do good, every day," he adds.

Explore all of Gaiam's feats and rewards at <http://gaiam.dailyfeats.com/>.

## **ABOUT GAIAM**

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 62,000 door retail distribution network, over 14,400 store within stores, a digital distribution platform and more than 8 million direct customers. With dominant share of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. The company's commitment to quality, coupled with a forward-thinking approach to merchandising and distribution, has allowed it to dominate the health and wellness category with celebrity talent Marisa Tomei, Valerie Bertinelli and Trudie Styler and fitness sensations Bob Greene, Rodney Yee, Mari Winsor and The Firm. In addition, the company releases non-theatrical programming focused on family entertainment under its exclusive licensing agreement with Discovery Communications and other licensing partners. For more information about Gaiam, please visit [www.gaiam.com](http://www.gaiam.com) or call 1.800.869.3603.

## **ABOUT DAILYFEATS**

DailyFeats helps you do good things. Available free at [dailyfeats.com](http://dailyfeats.com) for web, iPhone and Android, DailyFeats guides you in doing small but significant actions, or "feats," that add up to big change. Along the way, you'll earn points, share with friends, and treat yourself to real-life rewards, motivating you to *go do good*. Our purpose is to make positive action part of daily life, by helping people celebrate their "feats" and reach their potential, every day.

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