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Gaiam Expands Retail Partnership with InteraXon to Deliver Brain Training and Stress-Reduction to Yoga and Mindfulness Enthusiasts with Muse

Gaiam will now serve as exclusive U.S. retailer for the newly released white version of the Muse headband

LOUISVILLE, Colo., Nov. 18, 2014 /PRNewswire/ -- Gaiam, the leading yoga, fitness and healthy lifestyle brand, announces an extension of its relationship with InteraXon and their retail partnership on Muse. Available now through January 31, 2015, Gaiam is the exclusive retailer in the United States of the newly released white version of the Muse headband (\$299.00, Gaiam.com).



The product, which originally launched via an Indiegogo preorder campaign, has been successfully selling direct-to-consumer in black through Gaiam.com, Amazon.com and meetmuse.com. Based on the success of the initial launch, positive reviews from Gaiam customers, and a 5-star rating on Amazon, the relationship has expanded so that Gaiam will now exclusively carry the new white version. The partnership between Muse and Gaiam continues to unite mental and physical wellness for consumers looking for a well-rounded approach to reduce stress, improve their yoga practice, and/or begin a mindfulness practice.

"We are excited to continue to offer Muse to expand our product portfolio in the meditation and mindfulness space. Muse is clearly the leader in the mindfulness wearable device space and we are pleased by our customer's early response," says Cyd Crouse, COO of Gaiaam. "At Gaiaam, we value bringing our customers exclusive, new products that complement the healthy lifestyle they work so hard to achieve. With the rise in mainstream awareness of mindfulness, we see Muse as a great way to remove any barriers for beginners, as well as provide a great tool to those looking to elevate their practice."

Muse is a brain fitness tool that detects and measures brain activity through guided focused-attention training exercises designed to help consumers manage stress, increase focus, and enhance composure. Brain signals are translated into real-time feedback on a tablet or smart phone, so users can recognize when their attention wanders and learn how to refocus attention to reduce stress.

"Teaming up with Gaiaam was a natural fit," says Ariel Garten, Co-founder and CEO of InteraXon. "As leaders in the mind-body space, they are like-minded in understanding the incredible impact a stressed mind can have on one's body, no matter how physically fit. We are thrilled to have them as part of the Muse family and for this relationship to continue."

About GAIAM

Gaiaam, Inc. (NASDAQ: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of approximately 38,000 retail doors, 15,000 store within stores and e-commerce, Gaiaam is dedicated to providing solutions for healthy living and personal transformation. Gaiaam TV is a global digital subscription service with over 6,000 exclusive videos available for streaming. The company dominates the health and wellness category and owns the largest library of conscious media. For more information about Gaiaam, please visit www.gaiaam.com or call 1.800.869.3603.

About InteraXon

Founded in 2007, InteraXon is a Toronto-based company and innovator in the emerging field of brainwave controlled technology, designing meaningful and transformational experiences from a levitating chair to a thought controlled beer tap. Thousands of people have experienced InteraXon's brain sensing experiences, and it continues to grow.

InteraXon has worked with top-tier packaged goods, transportation and tech companies, providing brain sensing customer engagement programs and promotions. During the 2010 Vancouver Olympics, InteraXon allowed visitors to control the lights on Niagara Falls, the CN Tower and Canada's Parliament buildings with the power of their minds from over 2000 miles away.

Focused on making the technology accessible, affordable and an integral part of people's everyday lives, InteraXon is committed to bringing awareness and understanding to the scale and scope of possibilities within brain sensing technology and the impact it will have globally as it becomes more market-viable. Their first consumer offering is Muse: the brain sensing headband. Muse is a brain fitness tool that detects and measures your brain activity while guided through focused-attention sessions designed to help you manage stress, increase focus, improve EQ and productivity, and enhance composure.

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