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Gaiam and Discovery Communications Release Five Hit Titles From Discovery Channel, TLC and Animal Planet in February

NEW YORK, Feb. 1 /PRNewswire-FirstCall/ -- Gaiam, Inc., a leading distributor of lifestyle media, today announced the release of five hit titles in February under their exclusive home video license agreement with Discovery Communications. The launch includes TLC's *18 Kids and Counting: Season 2*, Animal Planet's *Jockeys Season 2* and *T-Rex: A Dinosaur in Hollywood*, as well as *Medicine Men Go Wild*, and *Who Was Jesus?* from Discovery Channel.

18 Kids and Counting: Season 2 – Millions of people tune in each week to TLC to follow the lives of Jim Bob and Michelle Duggar, their ten sons and eight daughters. Each day brings new wonders as the family juggles music lessons, studying, quality family time, chores, and everything in between, all the while proving that family is everything. The *18 Kids and Counting: Season 2* three DVD set carries an SRP of \$19.98 and runs 440 minutes. Street date: 2/23/10

Jockeys Season 2 – What does it take to win the Kentucky Derby? How fierce does the competition get for the right to race for a Triple Crown victory? Millions of people across the country turned to Animal Planet's hit docudrama *Jockeys* to find out. Season two introduces two new competitors pursuing their dreams in the most dangerous yet prestigious two minutes of American sports. The *Jockeys Season 2* two DVD set carries an SRP of \$19.98 and runs 301 minutes. Street date: 2/9/10

T-Rex: A Dinosaur in Hollywood – On October 5, 1905, paleontologist Barnum T. Brown uncovered the remains of a new breed of dinosaur, the Tyrannosaurus Rex, and in the last century Hollywood has made his discovery a star. Featuring commentary from paleontologists, docudrama reconstructions, and interviews with stars from *King Kong* and *Jurassic Park*, this Animal Planet special is a tongue-in-cheek look at the movie career of the world's most famous and feared dinosaur. *T-Rex: A Dinosaur in Hollywood* carries an SRP of \$14.98 and runs 86 minutes. Street date: 2/23/10

Medicine Men Go Wild – Are natural cures as effective as modern medicine? Can meditation help manage intense pain? Doctors Chris and Alexander Van Tulleken, identical twins from Britain, investigate these and other questions as they travel the world, immersing themselves in the medical practices of some of the most remote cultures on earth. Originally aired on Discovery Channel, this four-part documentary uncovers the mysteries of tribal medicine. *Medicine Men Go Wild* carries an SRP of \$14.98 and runs 172 minutes. Street date: 2/23/10

Who Was Jesus? – In *Who Was Jesus?*, viewers get an in-depth narrative of the most famous man in history. From his childhood and his preachings, to his eventual persecution, this exclusive DVD examines the historical reality of the greatest story ever told. *Who Was Jesus?*, which originally aired on Discovery Channel, carries an SRP of \$14.98 and runs 129 minutes. Street date: 2/9/10

These new releases will be available wherever DVDs are sold, including online at Amazon.com.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is the leading lifestyle media company, with a 72,000 door retail distribution network and over 11,000 store in stores. With more than 40 percent of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. Since its founding in 1988, Gaiam has grown into a \$250 million integrated brand. 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. Under its exclusive licensing agreement with Discovery Communications, Gaiam releases nonfiction programming that entertains all ages. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

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