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## Gaiam to Release Bert the Conqueror on DVD This April

NEW YORK, April 4, 2011 /PRNewswire/ -- Today, Gaiam, Inc., a leading producer of lifestyle media, announced the release of Travel Channel's **Bert the Conqueror** on DVD, under its exclusive home video license agreement with Travel Channel. Travel Channel ([www.travelchannel.com](http://www.travelchannel.com)) is the place for consumers to satisfy their urge to go, see and do. Through the entertaining stories and unique perspectives of its on-air personalities, Travel Channel creates travel content that connects people to the power and joy of human journeys that inspire, surprise, and entertain.

In Travel Channel's **Bert the Conqueror**, fun-loving adventure-seeker Bert Kreischer participates in extreme challenges and competitions, rides thrill rides and discovers what the locals say are a 'must' in their town. Whether he's "blobbing" in Rocksprings, Texas or completing the "Fearsome Foursome" of intense roller coasters at Cedar Point Amusement Park in Sandusky, Ohio in a single hour, Bert knows no limits when it comes to exploring local favorites. Hang onto your hats and prepare for a fun ride with **Bert the Conqueror**. This two-disc set includes nine episodes and five bonus *Extreme* episodes, including *Extreme Terror Rides: Death Defying Drops* and *Extreme Waterparks*. With a total run time of 402 minutes, it carries an SRP of \$19.98. **Street date:** April 5, 2011

This new release will be available wherever DVDs are sold, including online at [Amazon.com](http://Amazon.com).

### **About GAIAM**

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of 67,000 retail doors, over 12,500 store within stores, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for the many facets of healthy and eco-conscious living. The company dominates the health and wellness category and releases non-theatrical programming focused on family entertainment and conscious media. In addition Gaiam has 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.

**TRAVEL CHANNEL** ([www.travelchannel.com](http://www.travelchannel.com)) is a network and Web site that connects viewers to the power and joy of human journeys that inspire, surprise, and entertain. Travel Channel is the world's leading travel media brand, and the network is available in nearly 96 million U.S. cable homes. Its Travel Channel HD™ simulcast is distributed to more than 35 million viewers. Travel Channel is headquartered in Chevy Chase, MD, and maintains offices in New York and Atlanta. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Food

Network ([www.foodnetwork.com](http://www.foodnetwork.com)), Cooking Channel ([cookingchanneltv.com](http://cookingchanneltv.com)) and Great American Country ([www.gactv.com](http://www.gactv.com)), is the manager and general partner.

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SOURCE Gaiam, Inc.