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Discovery Communications and Gaia to Release Deadliest Catch Season 6, Whale Wars Season 3 and Colossal Squid on DVD This November

NEW YORK, Nov. 1, 2010 /PRNewswire/ -- Gaia, Inc., a leading producer of lifestyle media, announced today the release of three new DVD titles, ***Deadliest Catch Season 6***, ***Whale Wars Season 3*** and ***Colossal Squid***, under its exclusive home video license agreement with Discovery Communications.

Discovery Channel's ***Deadliest Catch Season 6*** is the most watched season in the history of the series. Season 6 follows the crews of the fishing vessels, the Cornelia Marie, the Northwestern, the Time Bandit, the Wizard and the Kodiak, as they take viewers through some of the most daring situations they have ever faced on the Bering Sea. From the treacherous weather to internal conflict and the tragic loss of respected captain, Phil Harris, Season 6 brings viewers into the lives of these high stakes fishermen. This collection contains several bonus features, including an episode of Discovery's *Cash Cab* where the *Deadliest Catch* captains are contestants, as well as The Phil Harris Story. This four-disc set carries a SRP of \$24.98. **Street date:** November 2, 2010.

Animal Planet's ***Whale Wars Season 3*** follows Captain Paul Watson and his Sea Shepherd crew as they embark on their sixth Antarctic Whale Defense Campaign, a three-month journey to the Southern Ocean Whale Sanctuary to combat illegal and exploitive whaling.

Two new boats join the fleet this season and quickly find themselves in an explosive encounter with Japanese whalers. Watch as the conflict between the Sea Shepherd fleet and the whalers escalates into an all out fight for what each believes is right. With an additional hour and a half of bonus features, this three-disc set has a SRP of \$19.98. **Street date:** November 9, 2010.

Discovery Channel's ***Colossal Squid*** presents the dramatic capture of the first ever intact colossal squid off the coast of Antarctica. Viewers will discover the secrets of one of the ocean's most elusive and mysterious creatures as scientists race against time to preserve this rare sea beast. Including a bonus program *Squid Invasion*, this collection carries a SRP of \$14.98. **Street date:** November 2, 2010.

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

About GAIAM

Gaia, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and

fitness accessories, with a 70,000 door retail distribution network, over 11,000 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 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 180 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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SOURCE Gaiam, Inc.