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Gaiam Partners With World Renowned Yoga Instructor Seane Corn to Launch New Fitness DVD

Latest title, *Detox Flow Yoga*, focuses on purifying the mind and body

NEW YORK, Dec. 5, 2011 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, today announced the December 6th release of Seane Corn's *Detox Flow Yoga* DVD.

Seane Corn, the internationally-recognized yoga instructor known for her holistic approach both on and off the mat, teamed up with Gaiam to provide a yoga experience that focuses on detoxifying the body and mind of physical and emotional toxins.

Seane Corn's *Detox Flow Yoga* introduces users to poses that improve circulation and digestion, build strength, and help lose weight. Throughout the DVD, Seane shares her extensive knowledge on how to integrate awareness of the body, breath, movement through the practice of yoga. The DVD features two Vinyasa practices along with a bonus downloadable practice including:

- ***Twist and Flow*** (30 minutes) - Seane's inspirational instruction takes the user through a practice of bending, twisting and stretching in order to build strength and improve circulation.
- ***Purify*** (60 minute) - This intermediate practice increases flexibility while also removing tension through focused movement and breathing.
- ***Core Energy*** (10 minutes) - A ten-minute bonus downloadable practice to strengthen, tone, and energize the core.

"Everyone battles stress and bad habits in their daily life," says Seane Corn. "When you feel good, you are more likely to make healthy decisions that have a positive impact on you, the people around you, and the rest of the world - that's what *Detox Flow Yoga* is all about," she adds.

"Seane's passion for improving the quality of everyday life, combined with her ability to communicate with people in a fresh and contemporary way, makes this DVD a must-have for yoga practitioners of all levels," says Bill Sondheim, Gaiam President.

Detox Flow Yoga has a run time of 90 minutes and will be available in stores and online with a suggested retail price of \$14.98.

About Seane Corn

Seane Corn has been practicing yoga for over 20 years. After studying the mystical and spiritual aspects in India, she developed her own practice of yoga by combining these

elements with the physical. As an advocate for social and political change, Corn created a yoga program at "Children of the Night," a shelter that houses and educates adolescent prostitutes. In 2004, she became the National Yoga Ambassador for YouthAIDS, and is also the co-creator of Off the Mat, Into the World programs, and co-founder of "Bare Witness" Humanitarian Tours. Corn has starred in television commercials and has contributed to and been featured in media outlets such as *Yoga Life* and the "Today" show. Corn first partnered with Gaiam in 2002 to release her award-winning video series *Vinyasa Flow Yoga: Uniting Movement and Breath* and *Vinyasa Flow Yoga: The Body and Beyond*.

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 62,000 retail doors, 14,400 store within stores, 5,600 media category management locations, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for 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 an 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.

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