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## Gaiam Partners With Yoga Coach Gwen Lawrence to Launch Fit Body Yoga

NEW YORK, Dec. 5, 2011 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media and fitness accessories, today announced the December 6th release of Gwen Lawrence's *Fit Body Yoga* DVD. In her first DVD with Gaiam, Gwen calls upon her extensive experience working with professional athletes to provide everyday yoga routines for women, with a focus on fitness.

*Fit Body Yoga* blends traditional yoga practices with cutting edge training techniques to get women into shape. Known as the go-to yoga instructor for several New York sports teams, Gwen presents women with the same moves she uses to keep professional athletes fit and injury-free.

"We are thrilled to work with Gwen Lawrence to offer a yoga DVD that has a strong focus on strength training, enabling us to reach the more fitness-minded consumer," said Bill Sondheim, Gaiam President.

"While I enjoy working with athletes, I am excited to share my knowledge to help others use yoga as a way to reach their fitness goals," said Gwen.

*Fit Body Yoga* features three practices that can be combined for a total-body workout or used individually to customize a routine to fit individual needs.

- **Lower Body Tone** (20 minutes) - This energetic blend of poses will help increase flexibility in the hips and legs, while toning the thighs and glutes.
- **Upper Body Blast** (20 minutes) - Opens and elongates the shoulders and arms, while toning and sculpting a strong upper body.
- **Core Definition** (20 minutes) - Helps develop lean, firm abdominals, while also strengthening the back, a critical component to overall core fitness.

### Bonus Downloadable Practice – Total Body Express

No time for fitness? Try this 10 minute express toning practice that hits all the major muscle groups... leaving you feeling balanced, energized and refreshed.

Gwen Lawrence's *Fit Body Yoga* will be available December 6, 2011 at Target stores and wherever DVDs are sold.

### About Gwen Lawrence

Celebrity yoga coach Gwen Lawrence has been a massage therapist for 20 years and a practicing fitness professional since 1990. She combines her thorough understanding of anatomy and body functions with massage therapy, yoga, training, and yoga therapy. In

addition to working with professional athletes, both as teams and individual players, Gwen works with college and high school student athletes. At her yoga school, she runs a sport-specific yoga program, Power Yoga for Sports, which includes private yoga training and class instruction. Gwen has previously put together a collection of *Power Yoga for Sports* DVDs, as well as online videos customized to individual sports. Gwen has appeared on the *Today Show*, *ABC News*, and *Good Day New York*. She is also a regular contributor and host for *LUNCH NYC*, and has written articles for magazines such as *Shape* and *Women's Health*.

### **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, over 14,400 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.

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