

May 1, 2012



## Gaia and Discovery Communications Release Six New DVD Titles This May

NEW YORK, May 1, 2012 /PRNewswire/ -- Gaia, Inc., a leading producer of lifestyle media, announced today the release of six new DVD titles this month under its exclusive home video license agreement with Discovery Communications. The new titles include: ***Curiosity with Stephen Hawking: Did God Create The Universe?***; ***Mythbusters: Buster's Biggest Crashes***; ***Dirty Jobs: Toughest Jobs***; ***Surviving D-Day***; ***Return Salute***; and ***BBQ Pitmasters***.

**Discovery Channel's *Curiosity with Stephen Hawking: Did God Create The Universe?***  
Stephen Hawking enlightens viewers with his compelling ideas on society's biggest question: who or what created our universe? Join Hawking as he takes a step further into the mystery, using physics and cosmology as tools to answer the questions philosophers have struggled with for thousands of years. This DVD has a run time of 198 minutes and an SRP of \$14.98. **Street date:** May 1, 2012.

**Discovery Channel's *MythBusters: Buster's Biggest Crashes***  
Revisit Buster's greatest moments in *MythBusters* history as he has taken more wear and tear than any test dummy should endure. This 'best of' compilation answers questions ranging from the best way to cool a six-pack of beer to whether a jet engine could launch a taxi cab backwards. This DVD has a run time of 226 minutes and an SRP of \$14.98. **Street date:** May 15, 2012.

**Discovery Channel's *Dirty Jobs: Toughest Jobs***  
Host Mike Rowe battles the toughest and dirtiest jobs in America in this "best of" compilation, taking on duties most people would find unthinkable. Rowe is a good sport as he tackles the roles of sewer inspector, zoo poop picker-upper, road kill collector, Chinatown garbage collector and pig farmer, leaving viewers with both an appreciation for hard work, and a better understanding of what it takes to have a dirty job. No one will watch these episodes and say, "that's a job I'd like to try," but everyone will be glad that somebody else is doing them. This DVD has a total run time of 220 minutes and an SRP of \$14.98. **Street date:** May 15, 2012.

**Military Channel's *Surviving D-Day***  
Revisit the epic story of June 6, 1944, arguably one of the biggest turning points in modern history, the battle for Omaha Beach. An unconventional and strange battle, *Surviving D-Day* takes a look at the unorthodox military strategies used to take Omaha Beach, which included employing stage magicians, sending secret messages by pigeons and hiding codes and maps in watercolors of landscapes. This DVD has a total run time of 138 minutes and an SRP of \$14.98. **Street date:** May 1, 2012.

**Military Channel's *Return Salute***

Many stories begin on the battlefield; many upon the return home. *Return Salute* introduces us to three veterans granted very special, personal wishes upon their return home from battle, which offers them the opportunity to reconnect with the memories and joys they left behind to fight our country's wars. Witness this emotional experience as they expose their personal struggles, triumphs, trials and joy – while reminding us why the United States is "the home of the brave." This DVD has a total run time of 134 minutes and an SRP of \$14.98. **Street date:** May 8, 2012.

### **TLC's *BBQ Pitmasters***

*BBQ Pitmasters* live to compete, but they are all in it together – all for the love of the grill. Dig into the competition as the Pitmasters travel across America, putting their flame broiled skills to the test one BBQ championship at a time. Whether it is the title of King of The Hog, the Diamond State BBQ Champion or the oldest BBQ event in Georgia – the Big Pig Jig; these Pitmasters are in it to win it. Get ready to serve up some BBQ – Pitmaster style - and wash it down with a nice cold one in the bonus episode, *How Beer Saved the World*. This DVD has a total run time of 220 minutes and an SRP of \$14.98. **Street date:** May 8, 2012.

Each new DVD release will be available in stores and online wherever DVDs are sold.

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including [HowStuffWorks.com](http://HowStuffWorks.com). For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.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 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](http://www.gaiam.com) or call 1.800.869.3603.

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