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Gaiam Vivendi Entertainment Extends Home Video Licensing Agreement With Discovery Communications

NEW YORK, Aug. 13, 2012 /PRNewswire/ -- Gaiam Vivendi Entertainment (GVE), a leading distributor of entertainment and lifestyle media, announced today the extension of its home video license agreement with Discovery Communications. Under the agreement, GVE will continue to release programming from Discovery Communications' networks, including Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science, and Military Channel.

Gaiam Vivendi Entertainment will distribute a wide array of programming, including tent-pole episodic programs such as Discovery Channel's *Deadliest Catch* and special event programming like *North America*, premiering in 2013. GVE will continue to develop creative ways to utilize the Discovery Communications library through a variety of strategies, including promotional catalog opportunities, unique configurations and special collector's editions. GVE will leverage the value of Discovery Communications' content library across its extensive distribution network which includes over 60,000 retail doors and approximately 15,000 store-within-stores in order to generate maximum exposure with consumers.

"GVE and Discovery Communications continue to share a common goal of bringing the best content, that both informs and inspires, to consumers across the country," said Bill Sondheim, President of Gaiam Vivendi Entertainment. "Reflecting the success we've achieved over the past three years distributing Discovery's titles to mass market retail chains and non-traditional media outlets, we are confident this partnership will remain strong and Discovery will build on its significant industry presence."

"We strive to offer a wide variety of programming from across the Discovery portfolio of networks on DVD and Blu-ray, and GVE has been an excellent partner in bringing our titles to market each quarter," said Gabriel Sauerhoff, Vice President of Digital Media Distribution and Partnerships for Discovery Communications. "We are pleased to extend our agreement with GVE and continue to offer Discovery fans the chance to enjoy their favorite programs beyond their on-air run."

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. For more information, please visit www.discoverycommunications.com.

About Gaiam Vivendi Entertainment

Gaiam Vivendi Entertainment, a leading producer, distributor and marketer of entertainment and lifestyle media, is a [subsidiary] of Gaiam, Inc. (Nasdaq: GAIA). With a diversified distribution network that spans more than 60,000 retail doors as well as an extensive digital platform, Gaiam Vivendi Entertainment dominates the health and fitness category and ranks among the top three providers of non-theatrical programming. With content focused on film, fitness, sports and family programming, Gaiam Vivendi Entertainment provides sales, marketing and distribution services to many of the home entertainment industry's most prestigious brands, including Discovery Communications, Jillian Michaels, NFL Films, National Geographic, Marvel Animation, Shout Factory, Televisa, and World Wrestling Entertainment.

For more information about Gaiam Vivendi Entertainment, call 1.800.869.3603.

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SOURCE Gaiam, Inc.