

August 17, 2009



Gaiam Announces New Deal With Valerie Bertinelli

The #1 New York Times Bestselling Author and Actress to be featured in Fitness DVD Produced and Distributed by Gaiam, Inc.

NEW YORK, Aug. 17 /PRNewswire-FirstCall/ -- Gaiam, Inc. (Nasdaq: GAIA), the leading distributor of lifestyle media and fitness accessories, today announced that it will produce *Losing It and Keeping Fit*, a fitness DVD featuring Valerie Bertinelli and her personal trainer, Christopher Lane. Complementing her successful weight loss with Jenny Craig, Valerie achieved her newly toned and fit body working out with Christopher in her living room, just like countless other women and men. She will share that experience and the exercise routine in her DVD.

"We have all been so inspired by Valerie's success with the Jenny Craig weight loss plan and now it's exciting to be able to share the fitness regimen that has contributed to her total transformation," said William Sondheim, president of entertainment and worldwide distribution for Gaiam. "Valerie shows us how vital proper diet and a personal exercise plan are to overall well-being."

The DVD will launch on November 3, 2009, at a \$14.98 SRP. Additionally, Gaiam will release a special Jenny Craig version of the DVD exclusively through Jenny Craig weight loss centers, on October 6, 2009. This Jenny Craig version will feature exclusive bonus footage, and will carry a \$19.98 SRP.

According to Valerie Bertinelli (who just completed her first half-marathon in just over 2 hours), "My weight loss and fitness experience has been so positive in every way. And there are no celebrity secrets to it! If I can do it, anyone can and I'm so happy that through Gaiam I can inspire others to get healthy and to maintain that health and wellness!"

"Having the blessing of Jenny Craig on the DVD is an added boon for us and added value for the consumer," said Sondheim. The Jenny Craig logo will appear on the packaging of the first video and a promotional coupon for a 30-Day Free Trial will be included inside the DVD for general retail release.

The DVD will be available online and in retail stores wherever DVDs are sold.

About Valerie Bertinelli: Valerie Bertinelli has been acting since the age of twelve, appearing in more than two dozen made-for-TV movies. Most recognizably, she appeared on the long-running sitcom *One Day at a Time* and, more recently, on *Touched by an Angel*. Now a spokesperson for Jenny Craig, Bertinelli was raised in Claymont, Delaware, and in the San Fernando Valley, California. Currently, she lives with her son, Wolfgang, in Los Angeles.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is the leading independent distributor of special interest programming, with a 72,000 door retail distribution network and over 10,000 store in stores. With more than 40 percent of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. Since its founding in 1988, Gaiam has grown into a \$250 million integrated brand. The company's commitment to quality, coupled with an innovative approach to merchandising and distribution have allowed it to dominate the health and wellness category with fitness sensations Rodney Yee, Mari Winsor, Billy Blanks and The Firm. For more information about Gaiam, please visit www.gaiam.com, or call 1.800.869.3603.

SOURCE Gaiam, Inc.