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## Valerie Bertinelli's Latest Role: Starring in 'Losing It and Keeping Fit!' Fitness DVD

### CO-STARRING CELEBRITY TRAINER CHRISTOPHER ROSS LANE

NEW YORK, Nov. 2 /PRNewswire/ -- It's a well-known fact that Valerie Bertinelli, the screen actress and #1 *NY Times* bestselling author has lost over 40 pounds and has transformed her body into a toned and fit picture of health. What is less known is that she, like countless other women and men across the country, achieved her new physique by working out in her living room. Wanting to share both that experience and the fitness routine with other health-and-wellness compatriots, Valerie, along with her personal trainer Christopher Ross Lane, lead a new DVD (on-sale November 3, 2009), *Losing It and Keeping Fit!*.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091102/LA03296>)

Valerie shows by example how a personal exercise plan, in addition to a proper diet, is vital to overall well-being. According to 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, with Christopher, I can inspire others to get healthy and to maintain that health and wellness!"

The 60-minute workout DVD contains two full-length workouts designed to help reach one's weight loss goals and keep fit. In the 20-minute beginner's routine, "Losing it: Body Basics," the viewer will work their whole body, using just body weight. Movements will tone hips, legs, tummy and arms. This routine is accessible to everyone. When ready, the next step is the "Keeping Fit: Bikini Ready" workout. Train in only 40 minutes, with toning exercises and cardio bursts to help firm up and sculpt sexy muscles. Hand weights are used in this routine. Also included is a bonus segment called "Bikini Abs Sculpting" that works to tighten and tone the mid-section.

Bonus footage includes interviews with Valerie and Christopher. They share their thoughts on the benefits of the workout routine and their personal goals for the DVD. Christopher also shares his special training methods and tips for the person who is training at home and just starting out. Valerie discusses her weight loss and fitness journey and reveals how all of the positive changes have affected her life.

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 \$19.99 SRP.

"Having the blessing of Jenny Craig on the DVD adds credibility for us and provides additional value to the consumer," said Bill Sondheim, President of Gaiam. The Jenny Craig

logo will appear on the packaging 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 spokesperson for Jenny Craig, Bertinelli was raised in Claymont, Delaware, and in the San Fernando Valley, California. Valerie's second book, *Finding It - and Satisfying My Hunger for Life without Opening the Fridge*, will be published by Simon and Schuster in October. Currently, she lives with her son, Wolfgang, in Los Angeles.

*About Christopher Lane:* Christopher Ross Lane has been an active part of the fitness industry for the last 10 years. He spent most of his life as an athlete and competed on the national level as a springboard diver throughout high school and college. A graduate of the University of Arizona with B.S. in Ecology and Evolutionary Biology, Lane continued his love of sport and fitness as a coach in the U.S. and South Africa. After moving to Los Angeles in 2002, Christopher transitioned into full time personal training and in 2003, started his own private training company. Since he began, Lane has trained some of television, film and the music industries biggest names as well as solidifying a name for himself in fitness. For the last few years, Christopher has worked with Jillian Michaels as a client and as her back-up trainer on the hit show "The Biggest Loser." Christopher has also been a featured keynote speaker at conferences across the U.S. speaking on the importance and integration of fitness into your everyday lifestyle. Currently, Christopher resides 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](http://www.gaiam.com), or call 1.800.869.3603. Website: <http://www.gaiam.com>

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