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Gaiam and Discovery Communications Release Four Hit Shows on DVD in December

NEW YORK, Dec. 3 /PRNewswire-FirstCall/ -- Gaiam Inc., a leading distributor of lifestyle media, today announced the release of four hit titles in December, under their exclusive home video license agreement with Discovery Communications. The launch includes TLC's *Cake Boss*, Animal Planet's *Whale Wars* and Discovery Channel's *Time Warp*, and *Unleashed! Deadly Animal Attacks*.

"These four programs have already captivated millions of viewers and continue to gain new fans each day," said William S. Sondheim, President of Entertainment and Worldwide Distribution for Gaiam Inc. "From the high seas high stakes of *Whale Wars* to the sugar and spice of *Cake Boss*, these new additions to our home viewing collection illustrate our commitment to distributing unique and engaging entertainment."

The four DVDs to be released in December are:

Cake Boss - This DVD compilation contains 13 episodes of TLC's hit show, which follows the lives of one of the premier cake artists in the country, fourth generation baker Buddy Valastro, owner of Carlo's City Hall Bake Shop in Hoboken, NJ. Buddy juggles the blessings and challenges of supervising a family team that includes his mother, four older sisters and three brothers-in-law. Viewers can watch as the family works together to create masterpieces using their hands, some flour and sheer creativity, while pursuing Buddy's late father's dream of making their business a household name. The *Cake Boss* 2-DVD set carries an SRP of \$19.98 and runs 286 minutes. Street date: 12/15/09.

Whale Wars: Season Two - This critically acclaimed Animal Planet series highlights the intense drama of Sea Shepherds' battle to save whales and put a stop to the controversial practice of whaling once and for all. Viewers follow the international crew of staff and volunteers of the Sea Shepherd Conservation Society as they brave the icy climate of the Antarctic region aboard the *Steve Irwin*. To stop the whaling ships that capture and kill whales, ship Captain Paul Watson and his crew deploy a variety of methods and tactics while bringing international attention to the practice. The *Whale Wars* 3-DVD set carries an SRP of \$19.98 and runs 473 minutes. Street date: 12/29/09.

Time Warp: Season Two - More than 11.3 million viewers tune in to the Discovery Channel to watch MIT scientist and teacher Jeff Lieberman and high speed camera expert Matt Kearney use the latest in photography technology to slow down movement and reveal magical moments normally unseen by the human eye. From rocket disasters to Filipino stick fighting to Metallica concerts, *Time Warp* reveals the world to viewers in astonishing ways by altering the lens of time. The *Time Warp* 2-DVD set carries an SRP of \$24.98 and runs

602 minutes. Time Warp will also be released on high-definition, Blu-ray disc with an SRP of \$29.98. Street date: 12/29/09.

Unleashed! Deadly Animal Attacks - This adrenaline-fueled DVD set from the Discovery Channel features terrifying yet fascinating scenes from true encounters with nature's predators. Viewers can watch up close in "Nature's Deadliest," as man runs afoul of the scariest creatures in Australia, Africa and Brazil, home to many of the world's natural born killers. In "When Animals Strike," viewers get a front row seat to watch real life confrontations between man and beast, and find out how the victim survived - or didn't. The *Unleashed! Deadly Animal Attacks* 2-DVD set carries an SRP of \$19.98 and runs 258 minutes. Street date: 12/15/09.

The DVDs will be available wherever DVDs are sold, and online at Amazon.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is the leading lifestyle media company, with a 72,000 door retail distribution network and over 11,000 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 a forward-thinking approach to merchandising and distribution has allowed it to dominate the health and wellness category with celebrity talent Marisa Tomei, Valerie Bertinelli and Trudie Styler and fitness sensations Bob Greene, Rodney Yee, Mari Winsor and The Firm. Under its exclusive licensing agreement with Discovery Communications, Gaiam releases nonfiction programming that entertains all ages. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

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