

October 5, 2009



Gaiam and Celebrity Trainer Bob Greene to Release New Health and Fitness DVD

DVD will hit stores this December

NEW YORK, Oct. 5 /PRNewswire-FirstCall/ -- Gaiam, Inc., the leading distributor of lifestyle media and fitness accessories, today announced its partnership with exercise physiologist and certified personal trainer Bob Greene for the production of health and fitness DVDs. Anxiously awaited by Bob's fans, the first DVD, "Total Body Makeover" is set to launch December 1, 2009.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091005/NY86945>)

"Bob Greene is the quintessential fitness and nutritional expert and his name has become synonymous with exercise programs that motivate people and deliver results," said Gaiam President of Entertainment and World Wide Distribution, William S. Sondheim. "The new DVDs will incorporate Bob's experience as one of the best trainers in the world; the motivational techniques that have helped thousands successfully better their overall health, and his knowledge of metabolism and weight loss."

Shot in picturesque Santa Barbara, CA, "Total Body Makeover" is an 8-week progressive program of simple and effective fitness exercises designed to improve range of motion. The program is created for all levels of fitness, including the beginner with no prior experience. The first week of the program starts with only one hour of training per week, using the exerciser's body weight and light dumbbells.

"Gaiam and I share the philosophy that everyone inherently has the ability to make beneficial improvements to their lives, they just need the right tools and motivation," said Bob Greene. "My new DVD is intended not just to improve how one looks, but also how they feel and how they are able to function every day."

Having worked with many clients including Oprah in his years as a trainer and physiologist, Bob Greene is uniquely positioned to help people through their own weight loss and fitness challenges. He understands the psychology behind overeating and the struggles that an individual faces when trying to lose weight and get healthy. Bob Greene and Gaiam are creating more than just a workout DVD, but a healthy lifestyle program.

The bonus material on the DVD lets fans "meet" Bob and learn from him. Included are behind-the-scenes interviews, stories from people who have worked with Bob, motivational techniques, diet plans, nutrition tips, and more.

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

About Bob Greene

Bob Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism, and weight loss. He holds a master's degree from the University of Arizona and is a member of the American College of Sports Medicine and the American Council on Exercise. He has worked with clients and consulted on the design and management of fitness, spa, and sports medicine programs. Bob is a frequent guest on the *Oprah Winfrey Show*, a contributing writer and editor for *O the Oprah* magazine, and writes articles on health and fitness for Oprah.com. He has authored several New York Times bestsellers including *The Best Life Diet*, *The Best Life Diet Cookbook*, *The Total Body Makeover*, and *Get With the Program!*

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.

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