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GAIAM Releases Little Hercules in 3D Starring Hulk Hogan on DVD April 2010

NEW YORK, March 18 /PRNewswire-FirstCall/ -- Gaiam, Inc., a leading distributor of lifestyle media, today announced the release of *Little Hercules in 3D* on DVD on April 27, 2010. Starring renowned WWE wrestler Terry "Hulk" Hogan as the King of the Gods, Zeus, this action-packed movie about a boy with big challenges and even bigger dreams comes to life with 3D imaging.

Little Hercules in 3D tells the story of the mighty Greek warrior before his twelve labors led him to battle the most fearsome creatures in mythology. As a 12-year-old demigod, Hercules leaves his father Zeus on Mount Olympus in order to experience life on Earth as a "real" boy — landing in modern-day Burbank, California. Using his superhuman strength and time-leaping abilities, "Little" Hercules engages in misadventures of epic proportions that will have the entire family laughing and cheering.

"If you like an action-adventure comedy that you can watch with your kids, then you will love *Little Hercules*," said Terry "Hulk" Hogan. "I had fun making it with my family and I know you will enjoy watching it with yours. And once you see it in 3D you won't want to watch a film in 2D again!"

Featuring Mohamed Khashoggi in his directorial debut, the film also stars Richard Sandrak ("Hogan Knows Best," *The World's Strongest Boy*) as the title character, Elliot Gould (*Oceans 12*, *Oceans 13*), Robin Givens (*Boomerang*, *The Family that Preys*), Judd Nelson (*The Day the Earth Stopped*, *The Breakfast Club*), and John Heard (*The Great Debaters*).

With a run time of 96 minutes, *Little Hercules in 3D* has an SRP of \$14.98 and an order date of March 15, 2010. The DVD will be available exclusively at Walmart and on Walmart.com.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 70,000 door retail distribution network, over 11,000 store within stores, a digital distribution platform and more than 8 million direct customers. With dominant share of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. 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. In addition, the company releases non-theatrical programming focused on family entertainment under its exclusive licensing agreement with Discovery Communications and other licensing partners. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

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