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Gaiam and Jillian Michaels' Empowered Media Announce Exclusive Home Fitness Video Licensing Deal

Release Nine New Titles Over Course of Three-Year Deal

NEW YORK, Sept. 14 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, today announced that it has signed an exclusive home fitness video distribution deal with health and wellness expert, Jillian Michaels' company, Empowered Media. Under the three-year agreement, Gaiam will be the exclusive home fitness video distributor for nine new Empowered Media produced Jillian Michaels' titles. Specifically, the deal provides Gaiam the opportunity to exclusively distribute and sell DVDs via traditional retail and direct channels, as well as digitally on the Gaiam website (www.gaiam.com).

"Jillian Michaels has become recognized worldwide as a leader and trusted expert when it comes to health and wellness," said William S. Sondheim, President, Gaiam Inc. "We're thrilled to be working with Jillian and Empowered Media in furthering their distribution reach so that more people will have the opportunity to get fit. Jillian's holistic approach to focus on a lifestyle change is exactly in line with our driving philosophy."

"Gaiam is an excellent strategic partner for Empowered Media as we continue to develop new fitness DVDs," said Giancarlo Chersich, CEO and Co-Founder of Empowered Media. "Gaiam's ongoing commitment to health and wellness, as well as their extensive and innovative approach to distribution will allow us to reach a larger group of consumers and Jillian Michaels' fans."

The first new Jillian Michaels' title under this agreement is available for distribution in March, 2011.

About Empowered Media

Empowered Media, LLC operates the Jillian Michaels wellness brand. The company operates as life architects whose sole mission is to inspire individuals to empower themselves to seek healthier, active lives. The products marketed are part of the total life solution platform created by the Jillian Michaels philosophy. America's premiere health and wellness coach, Michaels is a *New York Times* best-selling author and the star of the hit NBC series *The Biggest Loser*. In April 2011, Michaels will release her next book titled UNLIMITED. For more information about Jillian Michaels please visit www.jillianmichaels.com

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of 67,000 retail doors, over 12,500 store within stores, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for the many facets of healthy and eco-conscious living. The company dominates the health and wellness category and releases non-theatrical programming focused on family entertainment and conscious media. In addition Gaiam has 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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SOURCE Gaiam, Inc.