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## **Gaiam Releases Jillian Michaels Body Revolution™**

### **The First Comprehensive, 90-Day At-Home Weight Loss System from America's Toughest Trainer**

NEW YORK, Sept. 6, 2012 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media and fitness accessories, today announced the retail launch of Jillian Michaels Body Revolution, a highly effective 3-phase weight loss program that combines 30-minute workouts and a healthy eating plan to maximize one's diet and fitness potential to transform the entire body in just 90 days. Available via infomercial since February 2012, the 15-DVD set workout program will now be available in select stores nationwide.

Developed and led by health, wellness, fitness, and nutrition expert Jillian Michaels, this system provides the knowledge, support, inspiration, and power necessary to get the body into the best shape possible using the most effective diet and exercise plan on the market. Jillian Michaels Body Revolution offers the secrets and science behind the principles, techniques, and philosophies Jillian has developed in over 20 years of experience in the health, fitness and weight loss industry.

"I took everything I did on TV and modified it so that the system works for people at home," says Jillian Michaels. "Thanks to Gaiam, I am able to offer this results-driven program to everyone, helping both men and women reach their weight loss goals using an exercise and nutrition plan that has proven results."

Jillian Michaels Body Revolution features Jillian's handpicked exercises that combine plyometrics, optimized muscle splits, super setting, hybrid lifts, peripheral heart action, HIIT, and functional body weight training. A 15-DVD system, Jillian Michaels Body Revolution is a 3-phase program consisting of four metabolic training workouts and one cardio workout in each phase:

- Phase 1 – The fast track to weight loss with a metabolic makeover. Jillian lays the foundation for success with low impact, results focused moves
- Phase 2 – More dynamic moves that add greater resistance and more challenging exercises, which continue to shed fat and shape the physique
- Phase 3 – Polishes muscles to perfection and obliterates any remaining fat

The goal of this system is not only to burn more calories, but also to accelerate the metabolism so that the body is constantly burning fat at a higher rate for up to 16 hours even after the workout is finished.

"Using what I call 'metabolic training,' the workouts in Body Revolution are quick and

focused, allowing you to burn fat and calories faster than traditional cardio and weight training alone," says Michaels.

In addition to the DVDs, Jillian Michaels Body Revolution includes a Fitness Guide, a customizable 90-day fat-burning meal plan with grocery lists, recipes and daily menus, a 90-day journal, and free 30-day Web Club access. There is also a bonus 7-day Kick Start Your Metabolism diet plan to detox the body and help curb food addictions.

"At Gaia, we strive to provide a variety of exercise programs and methods for consumers who are looking for ways to make fitness an integral part of their lifestyle," said Bill Sondheim, president of Gaia. "As Jillian is a central figure in the health and fitness world and one of the most trusted experts in America today, we are excited to be working with her on Body Revolution."

Jillian Michaels Body Revolution will be available in select stores beginning September 4, 2012 and online starting January 1, 2013.

### **About Empowered Media**

Empowered Media, LLC operates the Jillian Michaels wellness brand. Co-founded by Jillian Michaels and her business partner, Giancarlo Chersich, 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 premier health and wellness coach, Michaels is a *New York Times* best-selling author, entrepreneur and popular television personality. Michaels is also a passionate advocate, fighting to invoke important changes in all aspects of health and wellness. Michaels' newest bestselling book, *UNLIMITED: HOW TO BUILD AN EXCEPTIONAL LIFE*, is available now wherever books are sold. For more information about Jillian Michaels please visit [www.jillianmichaels.com](http://www.jillianmichaels.com)

### **About GAIA**

Gaia, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of 62,000 retail doors, 14,400 store within stores, 5,600 media category management locations, a digital distribution platform and more than 10 million direct customers, Gaia is dedicated to providing solutions for 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, Gaia has an exclusive licensing agreement with Discovery Communications and other licensing partners. For more information about Gaia, please visit [www.gaia.com](http://www.gaia.com) or call 1.800.869.3603.

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