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Gaiam and Discovery Communications Release Jon and Kate Plus 8: Season Five, Dirty Jobs Collection 5, The Science of Sex Appeal, and Night On DVD In January

NEW YORK, Jan. 11 /PRNewswire-FirstCall/ -- Gaiam Inc., a leading distributor of lifestyle media, today announced the release of four hit titles in January, under their exclusive home video license agreement with Discovery Communications. The launch includes TLC's *Jon and Kate Plus 8: Season 5*, Discovery Channel's *Dirty Jobs Collection 5*, Discovery Channel's *The Science of Sex Appeal*, and Animal Planet's *Night*.

"Discovery's focus on real-world, quality content creates the types of programs that people want to own," said William S. Sondheim, President of Entertainment and Worldwide Distribution for Gaiam Inc. "Gaiam is proud to offer these four new compelling DVD additions to bolster consumers' home theater collections."

The four DVDs to be released in January are:

Jon and Kate Plus 8: Season 5— Millions of people all over the world were riveted by America's most intriguing and highly popular family, the Gosselins. The highest-rated show on TLC, *Jon and Kate Plus 8: Season 5* highlights the family's challenges as they balance day-to-day life with the couple's impending divorce. Filmed amidst the media frenzy surrounding the couple's separation and the end of the popular show, the DVD's bonus features include Kate Gosselin's tell-all session with NBC's Natalie Morales -- her most revealing interview to date. The *Jon and Kate Plus 8: Season 5* two DVD set carries an SRP of \$19.98 and runs 460 minutes. Street date: 1/12/10.

Dirty Jobs Collection 5— As the old saying goes, "It's a dirty job but somebody's got to do it." Discovery Channel's Emmy-nominated show *Dirty Jobs* gives audiences an unflinching look at the day-to-day duties of men and women who make their living doing the most unthinkable "dirty" jobs. Viewers at home will develop a new appreciation for the resilience of their fellow man, as host Mike Rowe introduces them to a team of garbage pit technicians who turn trash into electricity; a man who spends most of every day covered in terracotta clay; and many more people with unusual but necessary vocations across the country. The *Dirty Jobs Collection 5* two DVD set carries an SRP of \$19.98 and runs 430 minutes. Street date: 1/26/10.

The Science of Sex Appeal— Did you know that studies have shown that often the perception of someone's affluence often influences how physically attractive another person finds them? Or that humans have a unique smell that is often instantly distinguishable to their significant others? This sizzling Discovery Channel DVD provides an up close look at

how genetics, hormones, and neurological factors are believed to influence our sexual attraction levels to another. *The Science of Sex Appeal* carries an SRP of \$14.98 and runs 88 minutes. Street date: 1/26/10

Night – Hosted by animal trainer and expert Brandon McMillan, Animal Planet's *Night* takes viewers on a shocking (and at times terrifying) journey into the dark world of the planet's most elusive nocturnal animals. Through jungles, forests, and savannahs alike, McMillan sheds light on the behaviors and characteristics of rarely seen creatures of the night such as the cannibalistic giant Humboldt squid, the Amazon's most poisonous snakes, mythological vampire bats, and more. The *Night* two DVD set carries an SRP of \$19.98 and runs 440 minutes. Street date: 1/12/10

These new releases will be available wherever DVDs are sold, including 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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