

March 24, 2010



## **GAIAM to Release Discovery Channel's MythBusters Collection 5 and Animal Planet's Into the Pride on DVD This April**

NEW YORK, March 24 /PRNewswire-FirstCall/ -- Gaiam, Inc., a leading producer of lifestyle media, today announced the release of two hit titles in April under its exclusive home video license agreement with Discovery Communications. The two titles are Discovery Channel's ***MythBusters Collection 5*** and Animal Planet's ***Into the Pride***.

***MythBusters Collection 5*** -- One of the most popular Discovery Channel shows, *MythBusters* follows special effects artists Adam Savage and Jamie Hyneman, and Tory Belleci, Kari Byron and Grant Imahara as they use the scientific method and more than 30 years of field experience to find out the truth behind common rumors, myths, movie scenes, internet videos and news stories in popular culture. In 10 entertaining episodes, the team once again mix science and fun as they investigate the myth of "beer goggles" and whether drinking makes the opposite sex seem more attractive; the mysterious world of ninjas; the truth behind survival and what is actually bulletproof; and much more. The two-disc ***MythBusters Collection 5*** set carries an SRP of \$19.98 and runs 430 minutes. Street date: 4/6/10

***Into the Pride*** -- In this five-part Animal Planet series, zoologist and large predator expert Dave Salmoni puts his toughness, training, and experience to the test as he attempts to survive six months in the Namibian bush to save a rogue pride of lions from elimination. In a quest that immerses both Salmoni and his production crew in the dangerous and unpredictable world of these fearsome predators, Salmoni must somehow gain the lions' trust-- so that two species can harmoniously share the land they both depend on for survival. ***Into the Pride*** carries an SRP of \$14.95 and runs 215 minutes. Street date: 4/6/10

These new releases will be available wherever DVDs are sold, including online at Amazon.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](http://www.gaiam.com) or call 1.800.869.3603.

#### 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](http://www.discoverycommunications.com).

SOURCE GAIAM