

March 3, 2011



Gaiam Adds Dr. Deepak Chopra's Grow Younger, Live Longer Program to Personal Development Category

NEW YORK, March 3, 2011 /PRNewswire/ -- Gaiam, Inc. the leading distributor of lifestyle media, today announced the exclusive licensing agreement of Dr. Deepak Chopra's critically acclaimed *Grow Younger, Live Longer* DVD and wellness program. The DVD will be distributed as part of Gaiam's Personal Development category.

"We are thrilled to continue our work with Dr. Chopra," says Gaiam President Bill Sondheim. "Since the launch of the Personal Development category about two years ago, Dr. Chopra's DVDs have played an integral role. More importantly, his work mirrors our intention to provide people with authentic, empowering guidance and resources that inspire them every day."

Grow Younger, Live Longer teaches viewers how to gain control of their mental, physical and spiritual lives. Through a ten step process, created by Dr. Chopra and his colleague Dr. David Simon, viewers will be able to establish a new understanding of how to view aging, and learn how to incorporate a variety of practices into their daily routines that are meant to eliminate negative elements that can accelerate aging.

Grow Younger, Live Longer will be released as a single DVD and will also be available through iTunes and all major digital platforms. The DVD launches on March 1, 2011 and has a runtime of 205 minutes.

This marks Chopra's third DVD released under Gaiam's Personal Development category.

About Dr. Deepak Chopra

Deepak Chopra is the author of more than fifty books translated into over thirty-five languages, including numerous New York Times bestsellers in both the fiction and nonfiction categories. Dr. Chopra is a fellow of the American College of Physicians, a member of the American Association of Clinical Endocrinologists, Adjunct Professor at Kellogg School of Management and Senior Scientist with The Gallup Organization. Time magazine heralds Deepak Chopra as one of the top 100 heroes and icons of the century and credits him as 'the poet-prophet of alternative medicine'. For more information on Deepak Chopra, go to www.deepakchopra.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.

Contact: Brittany Connor

Krupp Communications

bconnor@kruppnyc.com

646.797.2030

SOURCE Gaiam, Inc.