

September 6, 2011



Discovery Communications and Gaiam to Release 11 New Titles on DVD this September

NEW YORK, Sept. 6, 2011 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of 11 new DVD titles in September under its exclusive home video license agreement with Discovery Communications: ***Sister Wives 2***, ***MythBusters Collection 7***; ***Alaska: The Edge of Life***, ***The Ultimate Guide: Dolphins***, ***Kidnap and Rescue***, ***River Monsters Season 3***, ***Lost Tapes Season 2***, ***The Haunted***, ***Nightmare Next Door***, ***Punkin Chunkin***; and ***Toughest Military Jobs***.

TLC's *Sister Wives 2*

Major life changes hit the Browns as they enter new homes, new schools and welcome a new baby. In the wake of intense controversy, the family of TLC's hit reality series ***Sister Wives*** pick up and move to the suburbs of Las Vegas. Scattered among four different houses, the nation's most-watched polygamist family is faced with the threat of criminal charges and the challenge of integrating into a new community. This DVD has a total run time of 195 minutes with a SRP of \$14.98. **Street date:** September 27, 2011.

Discovery Channel's *MythBusters Collection 7*

The Emmy®-nominated series ***MythBusters*** aims to uncover the truth behind popular myths and legends. ***MythBusters Collection 7*** takes on risky experiments as the team dives into dumpsters, attempts to crash and burn an out-of-control racecar and accepts challenges from YouTube fans, such as using a household match to light a homemade cannon. This two-disc DVD set has a total run time of 430 minutes with a SRP of \$19.98. **Street date:** September 13, 2011.

Discovery Channel's *Alaska: The Edge of Life*

In ***Alaska: The Edge of Life*** viewers will take a virtual, grand-sweeping tour of the Alaskan landscape from the treacherous to the tranquil. This title includes nine hours of nature and its most spectacular moments. The pure white vastness of this mysterious terrain holds both wisdom and turbulent nature, grizzly bears and graceful elk, thundering avalanches and the winding Yukon. This two-disc DVD set has a total run time of 378 minutes with a SRP \$19.98. **Street date:** September 6, 2011.

Discovery Channel's *The Ultimate Guide: Dolphins*

In this latest edition of ***The Ultimate Guide***, the program dives into the world of dolphins. These crafty sea creatures are known to have strong intellectual capabilities, which lead them to react with human-like emotions. In this informative series, ***The Ultimate Guide: Dolphins*** teaches viewers about the characteristics that make dolphins unique, the secrets of sonar, how they channel aggression and their mating habits. This DVD has a total run time of 129 minutes with a SRP of \$14.98. **Street date:** September 13, 2011.

Discovery Channel's *Kidnap and Rescue*

Kidnap and Rescue recounts first-person stories of abduction and explores the challenges of their rescue and recovery. Dramatized re-enactments give viewers an action-packed series where each case is different - whether it is a D.E.A. agent taken by a vengeful cartel, a top high-profile executive being held for ransom or a child being trafficked illegally into someone else's hands. This DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** September 27, 2011.

Animal Planet's *River Monsters Season 3*

The popular series returns, this time traveling to the world's most remote and exotic destinations. In ***River Monsters Season 3***, biologist and extreme angler Jeremy Wade battles an underwater monster in Papua, New Guinea, known for devouring certain male body parts. He even takes on a pack of eels that are known to rip the flesh from unfortunate swimmers. This two-disc DVD set has a total run time of 430 minutes with a SRP of \$19.98. **Street date:** September 20, 2011.

Animal Planet's *Lost Tapes Season 2*

Werewolves, vampires and the Jersey Devil are all explored among animals and insects that science does not recognize. ***Lost Tapes Season 2*** blurs the line between fact and fiction in this first-person, immersive series that reveals creatures with other-worldly biological and behavioral characteristics. Creepy moments are caught on tape and each episode takes an in-depth look at what they reveal. This DVD has a total run time of 200 minutes with a SRP of \$14.98. **Street date:** September 6, 2011.

Animal Planet's *The Haunted*

The Haunted will have any viewer wondering if ghosts really exist! Chilling, real-life stories of unexplainable phenomena are explored in each episode. Using sensitive audio recording devices, special infrared cameras and a keen canine teammate, paranormal experts investigate a variety of claims of paranormal activity affecting animals and their owners. In this terrifying series, viewers will witness shadows move across rooms, ghostly voices captured on recorders and a demonologist being attacked. This two-disc DVD set has a total run time of 405 minutes with a SRP of \$19.98. **Street date:** September 6, 2011.

Investigation Discovery's *Nightmare Next Door*

Tales of mysterious murders that rocked small-town America are retold in ***Nightmare Next Door***. In this Investigation Discovery series, investigators, prosecutors, family members and neighbors share their stories to help reveal what really happened. Cases reviewed include a college student who disappeared and was found in a landfill the next morning, as well as a suburban Korean-American family that was brutally attacked during a home invasion. This DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** September 6, 2011.

Science Channel's *Punkin Chunkin*

The World Championship Punkin Chunkin Association began in 1986 and each year lines up the biggest and best competitors in chunking pumpkins! In ***Punkin Chunkin***, teams compete to build the best machine to turn their pumpkins into projectiles. Each team brings something unique, from air cannons to catapults, and other custom-built machines. This DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** September 27, 2011.

Military Channel's *Toughest Military Jobs*

Protecting American lives and borders is not an easy operation. ***Toughest Military Jobs*** explores the most difficult and dangerous jobs on land, in the air and at sea on military bases across the country. In this series, see how the Air Force's Explosive Ordnance Disposal team mines forests to defuse bombs. This DVD has a total run time of 172 minutes with a SRP of \$14.98. **Street date:** September 20, 2011.

Each new DVD release will be available in stores and online wherever DVDs are sold.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates 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 a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of 64,000 retail doors, 14,600 store within stores, 5,600 media category management locations, a digital distribution platform and more than 10 million direct customers, Gaiam 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, Gaiam has an 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.