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Gaiam and Discovery Communications Release Three New DVD Titles This March

NEW YORK, March 1, 2012 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of three new DVD titles this month under its exclusive home video license agreement with Discovery Communications. The new titles include: ***Oceanic***; ***True Crime Series Volume 3: Deadly Attractions and Crimes of Passion***; and ***American Warriors***.

Discovery Channel's *Oceanic*

The ocean covers 71 percent of the Earth's surface and contains 97 percent of the planet's water, yet more than 95 percent of the underwater world remains unexplored. Dive in with the team from Woods Hole Oceanographic Institution as they make history, sending their robotic craft, Nereus, into the darkest depths of the ocean, named the Challenger Deep. Prior to Nereus, no underwater craft had reached this depth making this a truly historic event. This DVD has a run time of 129 minutes and an SRP of \$14.98. **Street date:** March 6, 2012.

Investigation Discovery's *True Crime Series Volume 3: Deadly Attractions and Crimes of Passion*

True Crime Series Volume 3: Deadly Attractions and Crimes of Passion is comprised of two shocking series filled with scandalous secrets and crimes. Explore stories of men and women who were happily married until the day they uncovered jaw-dropping secrets about their spouses in *Who the (BLEEP) Did I Marry?* *I (Almost) Got Away with It* follows fugitives as they talk about their lives on the run, how they survived, where they went and how they almost got away with it. This DVD has a run time of 172 minutes and an SRP of \$14.98. **Street date:** March 6, 2012.

Military Channel's *American Warriors*

Follow our military men and women as they train as modern day warriors to cope with real-world, life-and-death battlefield scenarios. Watch as the soldiers go head-to-head, participating in a combination of ultimate fighting, mixed-martial arts (MMA), boxing and Army hand-to-hand combat in six punch-packing episodes. Their intense training will be put to the test at the celebrated All-Army Boxing Championship, where select fighters vie for spots in international - and potentially Olympic - arenas. This two-disc DVD set has a total run time of 258 minutes and an SRP of \$19.98. **Street date:** March 13, 2012.

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 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, 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.