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Celebrity Pilates Instructor Mari Winsor Teams Up With Gaiam to Launch Lower Body Pilates

NEW YORK, March 6, 2012 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, announced today the release of Lower Body Pilates, led by famed Pilates instructor to the stars, Mari Winsor.

The most celebrated name in Pilates, Winsor brings three practices focused on the areas of the body that her devoted clients ask for most: hips, thighs and glutes. With more than 50 workout programs to her credit, this DVD features Mari's latest and most effective Pilates and fitness moves yet that target the hard to reach trouble zones of the lower body.

"I am thrilled to partner with Gaiam once again to offer a new Pilates workout that focuses on the lower body," says Mari. "In addition to requests from my fans, many of my celebrity clients want a workout that guarantees the perfect 'rear view'. With their needs in mind, I created Lower Body Pilates to really tone up these target areas."

Lower Body Pilates features three workouts plus a bonus downloadable practice:

- **Slim & Sculpt Hip Workout** (20 minutes)
Slim down and sculpt a lean, toned waistline while firming the hips with this body shaping routine.
- **Trim & Tone Thigh Workout** (20 minutes)
This power session focuses on lengthening and tightening the thigh muscles for leaner, more defined legs.
- **Lift & Shape Glute Workout** (20 minutes)
The secret to a rock-hard backside, this workout focuses on firming, lifting and shaping the glutes.
- **Bonus Download: Express Abs Workout** (10 minutes)
Get flatter, longer, sleeker ab muscles with this focused core workout.

"Mari Winsor has established herself as the authority when it comes to Pilates," says Bill Sondheim, president of Gaiam. "With more than 8 million Americans practicing Pilates, we at Gaiam are dedicated to providing the best DVD programming by partnering with America's #1 Pilates instructor. This is consistent with Gaiam's mission to uphold the highest quality content developed by the most esteemed fitness professionals."

Mari Winsor's Lower Body Pilates has an approximate runtime of 60 minutes and a suggested retail price of \$14.98. The DVD will be available beginning March 6, 2012 on shopgaiam.com, amazon.com and wherever DVDs are sold.

About Mari Winsor

Fitness expert Mari Winsor is widely credited with popularizing Pilates and making this once-obscure workout accessible to the public at-large. Now the owner of two Winsor Pilates studios and with a continuous roster of A-list clients that includes Drew Barrymore, Elizabeth Berkeley, Minnie Driver, Daisy Fuentes, Jasmine Guy, Jewel, Melanie Griffith, Meg Ryan, Sharon Stone, Marisa Tomei, Courtney Thorne-Smith and Dita Von Teese, Mari remains the most sought-after trainer in Hollywood and a celebrity in the world of health and fitness.

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, over 14,400 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.

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