

December 4, 2012



Gaiam Launches Beginning Yoga With Chrissy Carter - An Introductory DVD For The Yoga Novice

NEW YORK, Dec. 4, 2012 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, announced today the release of Beginning Yoga with Chrissy Carter. This new DVD introduces yoga in an accessible format that provides a basic foundation for true beginners.

In Beginning Yoga, Carter demystifies and simplifies yoga, providing detailed explanations of the poses and breaking down and reinforcing movements through continuous repetition. In addition to introducing the poses, Carter instructs viewers on how to connect their breath with the movements, one of the most important aspects of yoga.

"Many people are intimidated to go to their first class because they are unfamiliar with yoga," says Carter. "I created this DVD with Gaiam because I felt there was a real need to provide a beginner's yoga tutorial that offered a clear, basic understanding of the fundamentals that would allow them to get started and experience the many benefits of yoga for themselves."

While designed for beginners, the DVD can benefit practitioners of any level. With a strong focus on alignment principles, those of a more intermediate or advanced level can practice with Beginning Yoga in order to help refine their alignment, strengthen and prepare for harder poses, and reinforce areas that may have been originally overlooked.

In addition to the easy to follow routine, Beginning Yoga also teaches viewers traditional Sanskrit terms often used in yoga classes, along with their English translations. Carter explains these words as they are superimposed on the screen, providing a visual and audible introduction and helping them to build confidence in their pronunciation of these terms in advance of their first class.

"We are so excited to work with Chrissy and offer a true 'beginner's guide' to yoga for all of those who are new to the practice," says Bill Sondheim, president of Gaiam. "There are levels to being a beginner, and in this practice, we provided instruction for those who have never done yoga. We are confident that Chrissy's relatable approach to yoga will be inviting to those unfamiliar with the practice and will be an educational and enjoyable first step in making yoga a valuable part of their lives."

Beginning Yoga with Chrissy Carter features three 20-minute routines that can be done individually or combined for a complete 60 minute program. The practices include:

- **Connect** (20 minutes) – Transition from a hectic day to a calm inner focus. This practice begins with the concept of linking breath to movement as Carter introduces

fundamental yoga poses and mini sequences.

- **Energize** (20 minutes) – Builds on skills acquired in the first program and introduces sun salutations and other sequences. The goal of this program is to energize, detoxify, and increase flexibility, and as the flow increases, so will the calorie burn.
- **Strengthen** (20 minutes) – Build the strength necessary to achieve more challenging poses as Carter takes viewers through shoulder openers, preps for inversions and focused core work, increasing strength and confidence to be prepared for the day.

Beginning Yoga with Chrissy Carter has an approximate runtime of 60 minutes and a suggested retail price of \$14.98. The DVD will be available beginning December 4, 2012 in stores nationwide and online at Amazon.com.

About Chrissy Carter

Chrissy Carter has been teaching yoga for 10 years. She is currently a senior teacher, teacher trainer and anatomy teacher at YogaWorks in New York. Chrissy is passionate about teaching intelligent yoga with clarity and compassion and believes in creating a space where students can practice self-awareness without judgment. She is known for her ability to demystify postures and yoga philosophy, encouraging her students to live their yoga both on and off the mat. Chrissy has appeared in Yoga Journal, The New York Times, and Whole Living Magazine, and is a featured talent on GaiamTV.

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 over 60,000 retail doors, close to 15,000 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. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

Media Contact:

Lauren Aboulessan
Krupp Communications
(212) 886-6710
LAboulessan@kruppnyc.com

SOURCE Gaiam Inc.