

December 3, 2013



Gaiam TV's Answer To Black Friday: Transformational Tuesday

VIDEO STREAMING SERVICE OFFERS HOLIDAY SHOPPERS BIG DISCOUNTS THAT CAN LEAD TO BIG LIFE CHANGES

BOULDER, Colo., Dec. 3, 2013 /PRNewswire/ -- Gaiam TV may have the perfect gift for the person on your list wanting to transform their life in 2014. It may also be the perfect gift for shoppers who like to avoid the chaos of crowded retail shopping venues and find great deals online instead.

(Logo: <https://photos.prnewswire.com/prnh/20131105/MM11379LOGO>)

"This is the ultimate gift that keeps on giving for up to a year at a great holiday price," said Gaiam TV's Paul Richardson, vice president of marketing. "Our programming is designed to enlighten, encourage, educate and entertain while providing information not found in mainstream media."

Beginning Tuesday, December 3, shoppers may purchase 3-, 6- or 12-month subscriptions to Gaiam TV as a gift at special discount pricing. A 3-month subscription will be available for \$25, 6 months for \$50 and 1 year for \$99. A subscription affords unlimited commercial-free viewing of programs in Gaiam TV's vast library for the discerning viewer looking for open-minded, intelligent and family-friendly programming.

Yoga fans will find over 500 videos on the topic, as will those interested in nutrition, mental health, nature, world cultures, and fascinating topics including supernatural and spiritual

phenomena, as well as exclusive interviews with experts and intriguing artists like Russell Brand.

Like Netflix, subscribers may stream content on demand for viewing with no limits and no commercial advertising. Gaiam TV is available on a variety of platforms including iPad, iPhone and Roku. Click [here](#) to visit Gaiam TV's gift subscription plans.

About Gaiam TV Gaiam TV is a streaming video subscription service that offers exclusive, ad-free streaming of over 5,000 films, documentaries and original programs dedicated to transformational media, alternative knowledge, personal growth and spirituality, featuring luminaries like Deepak Chopra, Wayne Dyer, the Dalai Lama and more. Along with its transformational content, Gaiam TV also features the world's largest online library of yoga, fitness and wellness videos, featuring renowned instructors like Rodney Yee, Jillian Michaels, Seane Corn, Mari Winsor and more. In addition, Gaiam TV offers original programming that takes viewers to the edges of reality through dynamic discussions on controversial topics. Gaiam TV is available on Roku, Sony PlayStation 3, select Sony Blu-ray players, Apple TV, iPad and iPhone. It is available for \$9.95/month with a free 10-day trial. Gaiam TV is a division of Gaiam, Inc. (NASDAQ: GAIA). For more information, visit www.GaiamTV.com

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Video with caption: "Gaiam TV is a streaming video subscription service that offers exclusive, ad-free streaming of over 5,000 films, documentaries and original programs dedicated to transformational media, alternative knowledge, personal growth and spirituality." Video available at: <https://www.youtube.com/watch?v=ixJA5V6mP20>

SOURCE Gaiam TV