

October 16, 2014



Yoga Studio - #1 Health And Fitness App On The App Store - Joins Gaiam

Gaiam partners with Yoga Studio to make yoga accessible to all

NEW YORK, Oct. 16, 2014 /PRNewswire/ -- Gaiam, Inc., a leading provider of yoga media and accessories, announced today that it has acquired Yoga Studio, the number one ranked yoga app on the App Store. Sharing the mission to make yoga accessible to everyone, the alignment of these two companies will extend the reach of the Yoga Studio app to Gaiam's customer base and provide Gaiam with the expertise to expand its yoga and fitness programming reach into the digital app market.

"Gaiam continues to look for the most innovative ways to reach people with high quality yoga programming," said Cyd Crouse, COO of Gaiam. "With Yoga Studio, we now are able to expand our distribution into the app space. The partnership is a perfect mix of Yoga Studio's app design and development expertise with our deep roots in yoga, fitness and wellness media production. We look forward to leveraging the knowledge and success of the Yoga Studio team to become a leader in the health & fitness app category."

Yoga Studio was created with the goal of making it easy for people to practice yoga anytime and anywhere. As the first "on-the-go" studio, Yoga Studio currently features 65 ready-made classes based on level, duration, and focus, so that everyone can find the perfect class to fit their fitness needs and goals. All classes come with full HD video and commentary that is clear and easy to follow.

"Gaiam and Yoga Studio share a common goal to help people lead better, healthier lives", says Seb Williams-Key, founder of the Yoga Studio app. "Gaiam is therefore the perfect partner to help us meet the needs of our passionate and ever growing user base and we are incredibly excited about our shared plans for the future."

Since July 2013 Yoga Studio ranks the #1 yoga app in the U.S. App Store with a 5-star ranking, over 10,000 reviews, and has had over 400,000 downloads in the past year. It is also consistently one of the top paid health and fitness apps in the U.S. App Store.

Yoga Studio is available from the App store for \$3.99. For more information, visit yogastudioapp.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 approximately 38,000 retail doors, 15,000 store within stores and e-commerce, Gaiam is dedicated to providing solutions for healthy living and personal transformation. Gaiam TV is a global digital

subscription service with over 6,000 exclusive videos available for streaming. The company dominates the health and wellness category and owns the largest library of conscious media. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

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SOURCE Gaiam, Inc.