

November 13, 2014



Gaiam To Release Athletic Yoga Programming Featuring NBA All-Star Kevin Love, Former NFL Pro Eddie George And Renowned Yoga Trainer Kent Katich

Programs Designed to Enhance Athletic Performance and Goals Will Be Available March 2015 Digitally & on DVD

NEW YORK, Nov. 13, 2014 /PRNewswire/ -- Gaiam, a lifestyle company, announced today its plans to release a series of athletic yoga programming in partnership with professional coach and yoga expert Kent Katich. The new Gaiam Athletic Yoga Series, available digitally and on DVD in March 2015 with two additional sports-related programs scheduled for release in mid-2015, are designed to complement traditional sports training exercise to help deliver enhanced athletic performance.

The yoga industry has experienced tremendous growth among athletes, including men, practicing yoga to help them achieve their fitness and wellness goals – be it professionals, beginners, or "weekend warriors." To better address this growing trend, Gaiam is expanding its Athletic Yoga line with a sports-specific yoga series that will feature Mr. Katich along with several high-profile professional athletes. The first two programs set for release spring of 2015 will feature three-time NBA All-Star Kevin Love and former NFL All-Pro running back and Heisman Trophy winner Eddie George.

"Kent's yoga experience and expertise in working with professional and collegiate athletes to

improve their athletic performance is truly unparalleled, making him the perfect partner to develop Gaiam's Athletic Yoga Series," said Susan Haney, SVP of Marketing at Gaiam. "With the help of some of the most iconic athletes, Kent will demonstrate how yoga can be the perfect complement to any sports training regimen. By adding the star power of Kevin Love and Eddie George, we hope to expand the benefits of yoga to an entirely new demographic and help extend yoga's reach."

The [Gaiam Athletic Yoga line](#) currently includes mats, towels, blocks, straps and other accessories that are longer and thicker to accommodate larger and taller body types. The athletic yoga programming will provide an extension to the line by offering instructional components around yoga practices that benefit athletic performance.

"Over the years, I have seen first-hand how adding yoga to workouts has not only changed an athletes' overall well-being, but also improved their performance," said Katich, who has been working with Kevin Love for more than seven years. "Regular yoga practice relieves muscle tension and increases flexibility, which in turn helps with injury prevention so athletes can extend their productivity and careers. All athletes, no matter the sport, should be including yoga in their fitness routines."

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 38,000 retail doors, close to 15,000 store within stores, 5,000 category management locations, along with e-commerce and digital subscriptions platforms, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Kent Katich

For the past 15 years, Kent Katich has been implementing yoga training into athletic programs throughout the country. Kent had coached some of the best athletes in the world using yoga to improve performance, build total body strength and help injury prevention. Using a dynamic approach, Katich has reshaped the attitudes and training methods of hundreds of the sporting world's top athletes, including NBA stars Kevin Love and Blake Griffin. Katich has been featured on ESPN, Inside the NBA, Men's Journal, People and Sports & Fitness magazine.

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Video - <https://www.youtube.com/watch?v=B1s7PXF1x98>

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