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Gaiam and Discovery Communications Release Three New DVD Titles This February

NEW YORK, Feb. 1, 2012 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of three new DVD titles this month under its exclusive home video license agreement with Discovery Communications. The new titles include: ***Amazing Earth Collection***; ***How The Universe Works – Blu-ray***; and ***Great Planes***.

Discovery Channel's *Amazing Earth Collection*

Amazing Earth takes viewers on a visual journey, exploring places never before seen while offering experiences one can only imagine. Travel to the highest peaks on the planet and crawl into caves and terrain that no human has ever tread. Meet the visionaries and pioneers who work to save the planet and shape a better future as they bring to light the extremes the future could hold, from a vanishing rainforest to the devastating effects of a powerful hurricane. This DVD has a total run time of 215 minutes and a SRP of \$14.98. **Street date:** February 21, 2012.

Discovery Channel's *How The Universe Works – Blu-ray*

See the inner workings of our world and explore black holes, supernovae, neutron stars, dark energy and more. Strapped with a dynamic cast of experts and a new generation of scientists, ***How The Universe Works*** looks under the celestial hood to reveal the inner workings of outer space. This two-disc Blu-ray set has a total run time of 480 minutes and a SRP of \$19.98. **Street date:** February 28, 2012.

Military Channel's *Great Planes*

Get an inside look at combat aircrafts that survived the most dangerous missions in history. Host Paul "Max" Moga highlights the stories behind some of the past's most influential and innovative planes, analyzes the remarkable technical features and examines the groundbreaking tactics of advanced aerial combat. This two-disc DVD set has a total run time of 344 minutes and a SRP of \$19.98. **Street date:** February 14, 2012.

Each new DVD release will be available in stores and online wherever DVDs are sold.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio

of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.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 62,000 retail doors, 14,400 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. In addition, Gaiam has an 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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SOURCE Gaiam, Inc.