

August 3, 2012



## **Gaiam to Report Second Quarter Results and Host Conference Call on August 9**

BOULDER, Colo.-- Gaiam, Inc. (NASDAQ: GAIA) ("the Company"), a lifestyle media company, announced today that it will release its 2012 second quarter results after the market close on Thursday, August 9, 2012. The Company will host a conference call at 2:30 p.m. MT (4:30 p.m. ET) on Thursday, August 9, 2012. The conference call is open to the general public.

The conference call number is 212/231-2900 or 415/226-5355; please call five minutes in advance to ensure that you are connected prior to the presentation. Questions and answers will be reserved for analysts and investors. Following the completion of the conference call, a replay will be available until August 16, 2012 by dialing 800/633-8284 or 402/977-9140, passcode: 21600769.

### **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 60,000 retail doors, 14,000 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. In addition, Gaiam has exclusive licensing agreements with Discovery Communications and other licensing partners. For more information about Gaiam, please visit [www.gaiam.com](http://www.gaiam.com) or call 1.800.869.3603.

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