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## Gaiam Partners With Leading Yoga Studio Chain To Launch Intro To CorePower Yoga DVD

NEW YORK, Sept. 4, 2012 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, announced the DVD release of Intro to CorePower Yoga, based on the classes taught at CorePower Yoga Studios – the largest individual network of yoga studios across the country. A truly unique practice, Intro to CorePower Yoga brings a fresh perspective on yoga by offering a more fitness-focused practice.

Through the combination of movement, music and energy, Intro to CorePower Yoga tones the entire body while increasing strength, balance, and flexibility. Led by CorePower Yoga CEO and Founder, Trevor Tice, the DVD is designed to be focused and time efficient so that it can be easily incorporated into anyone's daily routine.

"CorePower Yoga has generated an overwhelming fan base across the country due to its modern approach to the practice that is attractive to so many people – especially the younger demographic," says Tice. "By partnering with Gaiam to bring the CorePower Yoga practice to DVD, everyone will be able to take advantage of this unique, results-driven style of yoga – regardless of whether or not they live near a CorePower Yoga Studio."

Intro to CorePower Yoga features three workouts – plus a pose breakdown section – to increase strength and flexibility, as well as lose weight and manage stress:

- **Perfect the Pose** (5 minutes) – Demonstrates the correct form for poses that will be used throughout the practices to ensure optimal alignment throughout the workout.
- **Beginner's Cardio Practice** (20 minutes) – This high energy workout keeps the heart rate elevated and "builds heat" to burn fat and help boost metabolism for an all-day calorie burn.
- **Beginner's Strength Practice** (20 minutes) – This practice focuses on increasing strength and flexibility while giving the body a comprehensive workout.
- **Beginner's Balance and Breath Practice** (20 minutes) – Learn to balance and center both body and mind. This practice emphasizes the importance of controlling breath while increasing focus. Feel refreshed and ready to tackle the day.

"We are thrilled to partner with the renowned yoga chain CorePower Yoga," says Bill Sondheim, President of Gaiam. "At Gaiam, it is our mission to bring our consumers the best in yoga and the CorePower brand truly offers a fresh, contemporary spin on the traditional practice. We are confident that this DVD will appeal to a broad audience of those just getting started, as well as those that are already devotees of CorePower Yoga."

Intro to CorePower Yoga has an approximate runtime of 65 minutes and a suggested retail

price of \$14.98. The DVD will be available beginning September 4, 2012 at Target, Amazon, and wherever DVDs are sold.

### **About CorePower Yoga**

Trevor Tice opened the first CorePower Yoga Studio in Denver, Colorado in 2002, filling a niche in an emerging yoga market with the goal of creating an empowering and health-focused environment where individuals are not bound by conventional ideas about the limits of body and mind. By the end of 2012, there will be 78 CorePower Yoga Studios nationwide, including Hawaii. Learn more at [www.corepoweryoga.com](http://www.corepoweryoga.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](http://www.gaiam.com) or call 1.800.869.3603.

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