

January 22, 2014



January Is "Olympic Inspirations" Month On Gaiam TV

VIEWERS CAN FEED THEIR OLYMPIC FEVER WITH A BLIZZARD OF SPECIAL PROGRAMMING

BOULDER, Colo., Jan. 22, 2014 /PRNewswire/ -- Now less than three weeks away from the start of the Sochi 2014 Olympic Winter Games, excitement is building as millions turn their attention to the slopes, rinks and frozen courses of world class competition. In the spirit of this special event, Gaiam TV has compiled an array of programs with an Olympic theme for subscribers to enjoy, including several yoga programs and other titles like:

- * My Way to Olympia
- * The Last Mile
- * Unbeaten
- * An Ordinary Life - The Power of Attitude
- * Playing in the Zone
- * Kemboi, the Young Barefoot Marathoner
- * Mighty Jerome
- * The Forbidden Team

(Logo: <https://photos.prnewswire.com/prnh/20131105/MM11379LOGO>)

"The Olympic and Paralympic spirit is so beautifully expressed in these films. We know that this collection of documentaries will add to the Olympic experience of our viewers," said Paul Richardson, Gaiam TV vice president of marketing.

Gaiam TV is offering a limited free 10-day trial to explore the [Olympic Inspirations](#) collection and its vast library of videos and movies. One of the premiere offerings in this is My Way to Olympia, available for viewing [here](#). Those who wish to subscribe to the service pay just \$9.95 per month, and may cancel membership at any time. Like Netflix, subscribers may stream content on demand for viewing with no limits and no commercial advertising. Gaiam TV is available on a variety of platforms including iPad, iPhone and Roku.

About Gaiam TV

Gaiam TV is a streaming video subscription service that offers exclusive, ad-free streaming of over 5,000 films, documentaries and original programs dedicated to transformational media, alternative knowledge, personal growth and spirituality, featuring luminaries like Deepak Chopra, Wayne Dyer, the Dalai Lama and more. Along with its transformational content, Gaiam TV also features the world's largest online library of yoga, fitness and wellness videos, featuring renowned instructors like Rodney Yee, Jillian Michaels, Seane Corn, Mari Winsor and more. In addition, Gaiam TV offers original programming that takes viewers to the edges of reality through dynamic discussions on controversial topics. Gaiam TV is available on Roku, Sony PlayStation 3, select Sony Blu-ray players, Apple TV, iPad and iPhone. It is available for \$9.95/month with a free 10-day trial. Gaiam TV is a division of Gaiam, Inc. (NASDAQ: GAIA). For more information, visit www.GaiamTV.com.

Contact: Diane Mulligan

Title: Avocet Communications

Email: diane@avocetcommunications.com

Cell: 720-273-0927

SOURCE Gaiam TV