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Gaiam TV Launches App For Use With Compatible Apple Tablets

GAIAM TV BRINGS THOUSANDS OF YOGA, HEALTH, AND TRANSFORMATIONAL VIDEOS TO SELECT iOS TABLETS

BOULDER, Colo., March 4, 2014 /PRNewswire/ -- Gaiam TV today announced that its video subscription service is now available via the Gaiam TV app in [Apple's App Store](#). Subscribers will now be able to enjoy Gaiam TV's vast collection of unique video content for use with iOS tablets.



Designed and developed by Cainkade, the new app allows subscribers easy access to the same great service and library of more than 6,000 titles of energizing yoga videos, fitness classes, inspiring documentaries and cutting-edge, original programming that the web-based service provides.

"The inclusion of our iOS app in Apple's App Store represents another milestone in our efforts to make Gaiam TV available to the growing audience of conscious consumers looking for content with a higher level of awareness," said Paul Richardson, Gaiam TV vice president of marketing.

"Our goal was to marry the simplicity, choice and control viewers have come to expect from the most popular streaming apps with the one-of-a-kind Gaiam TV library," said Eric Elia, President of Cainkade. "With Gaiam TV, in just a few clicks, anyone can turn their living room into a personal yoga studio or bring a detox diet into their kitchen."

For a limited time, Gaiam TV is offering a free 10-day trial to explore its vast library of videos and movies. Those who wish to subscribe to the service pay just \$9.95 per month. Like Netflix, subscribers may stream content on demand for viewing with no limits and no commercial advertising.

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.

About Cainkade

Cainkade is a product design and development studio focused on beautiful user experiences and scalable technology. They partner with companies ranging from Fortune 50 to startups, bringing to life new media, education and digital health experiences. Cainkade was founded in 2007 and has offices in New York City and Oakland, California.

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