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Gaiam Releases Rodney Yee's Yoga For Your Week -- Featuring Five Daily Practices -- Available Digitally And On DVD

NEW YORK, Dec. 3, 2013 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, today announced the release of Rodney Yee's *Yoga for Your Week* available digitally and on DVD. Renowned yogi Rodney Yee's newest program with Gaiam offers five unique practices, each focusing on various aspects of the mind and body.

Yoga for Your Week continues to broaden the consumer audience for yoga by offering five daily practices, helping users lose weight, reduce stress and increase flexibility in just 20 minutes a day. Each practice is designed to focus on a different result: mental focus, energy, flexibility, strength, and relaxation.

The number of people practicing yoga continues to grow each year. According to the 2013 Yoga Single Sports Participation Report published by SFIA, more than 23 million people in the U.S. currently participate in yoga – an increase of 5.2 percent from the previous year.

"I'm not surprised that yoga is now more mainstream than ever before. I have personally witnessed yoga expanding into other areas of fitness, as it benefits the entire body, from increased levels of energy, improved strength and flexibility, to overall health," says Yee. "What I love about this new program is the positive effect it can have on anyone's life – whether someone is new to yoga, or is already an experienced practitioner looking to improve or advance his or her practice."

Yoga for Your Week features five 20-minute yoga practices that can be done separately

throughout the week or combined together:

- **A.M. Connection** – Offers grounding poses and gentle stretches that wake up the body and increase mental focus – a perfect way to start the day.
- **P.M. Release** – A series of slow, mindful movements that help release the stress of the day and create a calmer, quieter state of mind and body.
- **Energy** – This flowing practice increases circulation and draws energy up and through the body to develop openness and creativity, both mentally and physically.
- **Strength** – Builds strength and endurance while allowing the user to work up to new, challenging poses.
- **Flexibility** – This relaxing practice stretches the body slowly and deeply as it focuses on overall flexibility to increase range of motion and make daily activities easier and pain-free.

"Health and fitness continue to be top of mind for many, but between work, family, and other day-to-day responsibilities, it can be difficult for people to find the time to exercise throughout the week," says Susan Haney, SVP of Marketing at Gaiam. "*Yoga for Your Week* offers consumers an efficient and effective yoga practice they can do in just 20-minutes."

Rodney Yee's *Yoga for Your Week* is available on December 3, 2013 digitally on Gaiam TV and iTunes. The DVD can be found on Gaiam.com, Amazon.com, Target and wherever DVDs are sold nationwide. It is approximately 100 minutes with a suggested retail price of \$14.98.

About Rodney Yee

Rodney Yee, based in New York City, is one of the most sought-after yoga instructors in the world. Rodney Yee's *Yoga for Beginners* ranks among the top selling fitness DVDs. For over 15 years, he has taught advanced yoga training courses across the country. Yee is a former gymnast and ballet dancer with the Oakland Ballet Company and the Matsuyama Ballet Company and studied philosophy and physical therapy at the University of California Davis and Berkeley. Yee has appeared on Oprah, the PBS special "The Practical Power of Yoga," and contributes to a variety of yoga and healthy lifestyle publications including *Yoga Journal*, *Self*, *Shape*, and *Fitness*.

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 over 40,000 retail doors, close to 15,000 store within stores, 5,000 category management locations, along with e-commerce and digital subscriptions platforms, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

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Video with caption: "Rodney Yee's *Yoga For Your Week* DVD." Video available

at: http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/FX-MM26791-20131203-1.mp4

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