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Discovery Communications and Gaiam to Release *Cake Boss Season 2* and *Raging Planet* on DVD This October

NEW YORK, Oct. 4 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of two new DVD collections, ***Cake Boss Season 2*** and ***Raging Planet***, under its exclusive home video license agreement with Discovery Communications.

Cake Boss Season 2 features big-hearted Buddy Valastro and his even bigger family taking on some truly outrageous challenges. The fourth generation baker and owner of Carlo's Bakery in Hoboken, New Jersey also manages over-the-top bridezillas, deals with unreliable suppliers, addresses complaints and drums up new business. It all makes the baking part seem like a piece of cake. Some of the exciting episodes include **Plants, Pranks, & a Proposal**, in which Buddy has to create a cake inspired by wicked and poisonous plants, **Painters, Pool, & Pink!**, where Buddy creates a billiards table cake for football player Justin Tuck and gets an opportunity to show off his pool skills, along with many more. There is also a bonus feature, in which Cake Boss' Buddy Valastro shows you step by step how to prepare some popular pasta dishes. This collection includes 18 episodes and carries an SRP of \$19.98 on DVD, with a total runtime of 417 minutes. **Street date:** October 5, 2010.

You'll travel with the experts to the ends of the Earth and witness some of the best footage and archival images of history's most destructive natural phenomena. Prepare to be blown away in ***Raging Planet!*** This disc set includes 8 episodes, including a bonus episode and takes viewers on a ride exploring **Lightning** – which is the most powerful electrical force on the planet, and a single thunderstorm can pack the energy generated by a nuclear power plant. Imagine the force of the more than 10 million lightning bolts that flash around the world every day, then witness this awesome and deadly spectacle up close, **Tornados** - Killing hundreds of people and shredding entire communities every year, tornadoes are the product of massive thunderstorms known as supercells. Tag along as researchers visit North America's "Tornado Alley" to reveal the secrets of these brutal storms, along with additional thrilling episodes. This collection includes 9 episodes and carries an SRP of \$19.98 on DVD, with a total runtime of 387 minutes. **Street date:** October 19, 2010.

These new releases will be available wherever DVDs are sold, including online at Amazon.com.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 70,000 door retail distribution network, over 11,000 store within stores, a digital distribution platform and more than 8 million direct customers. With dominant

share of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. The company's commitment to quality, coupled with a forward-thinking approach to merchandising and distribution, has allowed it to dominate the health and wellness category with celebrity talent Marisa Tomei, Valerie Bertinelli and Trudie Styler and fitness sensations Bob Greene, Rodney Yee, Mari Winsor and The Firm. In addition, the company releases non-theatrical programming focused on family entertainment under its exclusive licensing agreement with Discovery Communications and other licensing partners. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

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