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Discovery Communications and Gaiam to Release Into the Universe with Stephen Hawking and Last American Cowboy on DVD This January

NEW YORK, Jan. 4, 2011 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of two new DVD titles, ***Into the Universe with Stephen Hawking*** and ***Last American Cowboy***, under its exclusive home video license agreement with Discovery Communications.

Discovery Channel's ***Into the Universe with Stephen Hawking*** is an epic journey through time and space, unlocking the world's most famous scientific mind, Stephen Hawking. Over three captivating hours, Hawking, powered by computer animation, gives viewers the ultimate guide to the universe. Hawking will uncover everything from the nature of the universe itself, to the chances of alien life and the possibility of time travel. This DVD, with the added bonus *Hawking 101*, has a total runtime of 180 minutes and carries a SRP of \$14.98. **Street date:** January 4, 2011.

Animal Planet's ***Last American Cowboy***, set in the breath-taking state of Montana, follows three family-owned ranches through the highs and lows of calving. Watch as these cowboys rely on strong family ties and perseverance to battle disease, predators and treacherous weather conditions, all to keep the time-honored traditions of the American West alive. This two-disc set includes bonus deleted scenes, with a total run time of 344 minutes and carries a SRP of \$19.98. **Street date:** January 4, 2011.

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

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.

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 67,000 retail doors, over 12,500 store within stores, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for the many facets of 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 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.

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SOURCE Gaiam, Inc.