

December 2, 2014



Rodney Yee's Complete Yoga For Beginners Offers A Comprehensive Introduction To Basic Yoga Poses And Sequences

NEW YORK, Dec. 2, 2014 /PRNewswire/ -- Today, Gaiam, a leading distributor of yoga and fitness media, announces the release of **Rodney Yee's Complete Yoga for Beginners**, available on DVD and for digital download. With more than 24 million current practitioners and with yoga participation growing year after year, Gaiam once again meets this trend by providing unique and expert content for the beginner. The new programming is the perfect introductory tool to empower those new to the practice.

Rodney Yee's Complete Yoga for Beginners complements renowned yoga instructor Rodney Yee's popular Yoga for Beginners (2009) title, which continues to rank among the top 15 best-selling fitness DVDs. Where the 2009 version offers a pose breakdown and AM/PM practices, the new program delivers beginner practices focused on three core benefits of yoga, including energy, flexibility and relaxation.

"What is great about a beginner's practice is that it can truly be your own. Whether someone is new to yoga or has been practicing for years, **Complete Yoga for Beginners** provides a basic approach that will deliver the powerful results of yoga that rejuvenate the mind and body," says Rodney Yee.

With easy to follow sequences, **Complete Yoga for Beginners** features four 20-minute practices, as well as a 10-minute bonus practice and downloadable pose guide for easy

reference:

- **Basics** (20 minutes) – This slower paced routine leads viewers through the basic yoga poses, including Mountain, Plank and Cobra, guiding them through simple bends and twists
- **Flexibility** (20 minutes) – A relaxing practice that shows how to stretch the body slowly and deeply, with a specific focus on increasing range of motion
- **Energy** (20 minutes) – These gentle yoga sequences are a great way to start the day as they get the blood flowing, drawing energy up and through the body
- **Relaxation** (20 minutes) – Helps the transition from a busy day to a series of slow, mindful movements to calm the mind and release stress
- **Bonus Practice: Yoga Express** (10 minutes) – A digital download practice that is perfect for the yogi on the go

"Research shows us that there are over 80 million people who know of yoga and would like to try it. We have made it our goal at Gaiam to make yoga accessible to this audience," says Susan Haney, SVP of Marketing at Gaiam. "We are proud to work with Rodney on ***Complete Yoga for Beginners***. His work speaks for itself. His titles continue to remain popular and rank among the best-selling. We are confident his latest program will follow in that tradition."

Complete Yoga for Beginners is available now for digital download on Gaiam TV and iTunes. The DVD can be purchased on Gaiam.com, Amazon.com and wherever DVDs are sold nationwide. It is approximately 80 minutes and has an SRP of \$14.98.

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 38,000 retail doors, close to 15,000 stores 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.

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.

Media Contact:
Rachel Albert
Krupp Communications
(212) 886-6704

ralbert@kruppnyc.com

Video - <https://www.youtube.com/watch?v=9ikTif5Wuec>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/rodney-yees-complete-yoga-for-beginners-offers-a-comprehensive-introduction-to-basic-yoga-poses-and-sequences-300002960.html>

SOURCE Gaiam, Inc.