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Gaiam Announces the Release of Two New Workout DVDs From Acclaimed Fitness Experts Mari Winsor and Mandy Ingber

NEW YORK, March 8, 2011 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media today announced the release of two new fitness releases ***Mari Winsor's Flat Abs Pilates*** and the exclusive licensing deal of ***Mandy Ingber's Yogalosophy***. ***Flat Abs Pilates*** is led by America's best-selling Pilates instructor, Mari Winsor, and is designed to target abs from every direction for a lean, firm core. Celebrity trainer, ***Mandy Ingber's Yogalosophy*** provides an accessible way to use yoga to enhance daily experiences. Under a newly penned seven year fitness video licensing agreement, Gaiam will be the exclusive home fitness video distributor of ***Yogalosophy*** through all channels, including burn on demand, streaming and downloading via the internet.

The newest title from renowned Pilates expert, Mari Winsor, ***Mari Winsor's Flat Abs Pilates*** will help viewers sculpt a flat and firm core with two 20-minute workouts; Flat Abs and Abs Definition. The Flat Abs workout features a fast-paced series of 17 different core exercises. The Abs Definition routine targets abs from a variety of angles to hone in on the hardest to reach muscles, which are often neglected with standard crunches. As a bonus, there will also be a 10-minute downloadable Pilates Total Body workout available on www.gaiam.com/flatabspilates.

"We are once again delighted to work with such a revered fitness expert as Mari Winsor," said William S. Sondheim, Gaiam President. "With Mari's expertise and such well choreographed routines, this ab focused DVD will allow viewers to truly achieve their fitness goals without monopolizing their free time."

Mandy Ingber's ***Yogalosophy*** puts a fun twist on traditional yoga practice. Yoga trainer to such celebrities as Jennifer Aniston, Ingber has developed this easy-to-follow yet challenging routine that blends traditional yoga poses with toning exercises. This is what makes ***Yogalosophy*** the perfect program for both the yoga enthusiasts looking to change up their practice, as well as non-yogis looking for a more athletic, results-driven workout. The DVD includes an express and full length workout, as well as an introduction with Yogalosophy fan, Jennifer Aniston.

"Mandy Ingber has put a whole new spin on yoga with her unique Yogalosophy concept," said Sondheim. "We're thrilled to be working with Mandy and hope that our distribution outreach will provide more consumers with the opportunity to try this unique yoga system."

Mandy Ingber's ***Yogalosophy*** will be distributed nationally on March 1, 2011.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 67,000 door retail distribution network, over 12,000 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.

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SOURCE Gaiam, Inc.