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Gaiam to Release Discovery Channel's **Man vs. Wild Season 4** and **Monsters Resurrected** On DVD This May

NEW YORK, April 20 /PRNewswire-FirstCall/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of two hit titles in May under its exclusive home video license agreement with Discovery Communications. The two titles, both for the Discovery Channel, are ***Man vs. Wild Season 4*** and ***Monsters Resurrected***.

Man vs. Wild Season 4 – In the fourth season of Discovery Channel's hit series *Man vs. Wild*, host Bear Grylls, a survival expert and former member of the British Special Forces, continues to show viewers how to survive the toughest and most remote environments on the planet. In 13 action-packed episodes, Bear treks through the icy wasteland of the Arctic Circle, eats scorpions for sustenance deep in the jungles of Vietnam -- and even takes on the "urban jungle" by using his unique skills in manmade, post-disaster terrain. From the depths of a live volcano in Guatemala to the North African Sahara, Bear shows how to survive dangerous situations where most people wouldn't last a day. The complete three-disc ***Man vs. Wild Season 4*** DVD set carries an SRP of \$24.98 and has a run time of 559 minutes. Street date: 5/4/10

Monsters Resurrected – Profiles six ferocious mega beasts including the Spinosaurus, a carnivore twice the size of T. Rex and Acrocanthosaurus, a dinosaur whose powerful death grip and scissor-like bite could kill prey 10 times its size. From the evidence, scientists reveal how these mysterious creatures looked and behaved, what they ate... and what ate them. Each of the six episodes also demonstrates what it would be like to have these enormous predators roaming the planet today. The set also includes the feature-length program "What Killed The Mega Beasts?", which explores the extinction of hundreds of fantastic creatures, including giant sloths and woolly mammoths, at the end of the last ice age. The ***Monsters Resurrected*** two-disc DVD set carries an SRP of \$19.98 and has a run time of 301 minutes. Street date: 5/4/10

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 170 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.

Contact: Marissa Hermo

mhermo@kruppnyc.com

212.886.6711

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