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## Gaiam, Kashi and Trudie Styler Team Up to Promote Healthy Lifestyle

### Yoga DVD Samplers Offered in Select Kashi® Packages

NEW YORK, Oct. 28 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media and fitness accessories; Kashi Company, the premier natural food and lifestyle company; and Trudie Styler, activist, producer and health and wellness expert; today announced the launch of their partnership to continue providing consumers with health and wellness options to enable and enrich personal development and, ultimately, natural living. The three-phase partnership, which launches exclusively in Target stores nationwide in November and rolls out in all retail locations where *Kashi* foods are sold in December, features a variety of cross promotions, including samples and visual instruction on-pack of Gaiam's Trudie Styler mind body and fitness series.

The initial launch through Target stores offers Gaiam's Trudie Styler Yoga Sampler DVD free inside of *Kashi*® *GOLEAN*® cereal packages, specifically *GOLEAN* Crisp!™ Toasted Berry Crumble cereal, *GOLEAN* Crunch!® cereal, *GOLEAN*® cereal, and *GOLEAN* Crunch!® Honey Almond Flax cereal. The DVD sampler features a 20-minute Trudie Styler express workout focusing on Yoga and Pilates exercises.

The second phase of the partnership launches in December, and offers consumers a visual instruction on the back panel of *GOLEAN* cereals for a quick Trudie Styler energy boosting routine. The routine includes five poses from Styler's fitness series such as *Warm Up*, *Downward Dog*, *Core Conditioning* and *Upper Body Tricep Kick-backs*.

The last phase of the partnership launches in January 2011 exclusively at Target and provides those purchasing Gaiam DVDs a coupon for \$1 off *Kashi* cereals.

"We are thrilled to partner with Kashi for so many reasons," says William S. Sondheim, Gaiam President. "We feel strongly about working with companies that are in line with Gaiam's goals of continually providing consumers with a variety of healthy and active lifestyle options, which we feel this partnership fulfills."

"Working with Gaiam feels like a natural fit," says Jeff Johnson, Kashi senior nutritionist and natural lifestyle expert. "While we are proud to offer great-tasting, natural foods that deliver positive nutrition and enables people to live their best lives possible, our larger goal is to lead them on a journey toward embracing natural living, which is what this partnership truly represents."

Gaiam's Trudie Styler mind, body and fitness series has been widely popular. The series has been featured on NBC's "Today," "The Rachael Ray Show," "Martha Stewart Show," "Access Hollywood," and in numerous print outlets including *Elle*, *Haute Living*, *Yoga*

*Journal, Harper's Bazaar*, and more. There are five DVDs in the collection including *Trudie Styler's Warrior Yoga*, a dynamic yoga routine that incorporates gentle, elongated positions for total-body strengthening; *Trudie Styler's Cardio Dance Flow*, a fun and fast-paced workout with high intensity cardio intervals for improved endurance and maximum toning; *Trudie Styler's Core Strength Pilates*, an energizing full body workout perfect for maintaining strength and vitality; *Trudie Styler's Sculpt and Tone Ballet* based on the basic principles of ballet helping to create a heightened level of awareness, balance and muscular control and tone; *Trudie Styler's Pure Sculpt* a yoga-inspired toning workout which helps create long, lean muscles for a slimming appearance.

*Kashi GOLEAN* cereal is an ideal way to get the most out of breakfast. Each of the four flavors provide a delicious and nutritious combination of protein, fiber and whole grains, which can help you stay satisfied all morning long. *GOLEAN* cereals have 9-13g of protein in every serving. Plus, they offer a tasty way to help people stay committed to staying healthier and leaner.

### **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](http://www.gaiam.com) or call 1.800.869.3603.

### **About Kashi Company**

Founded in 1984, Kashi dreams of a world where everyone embraces natural health. As a natural lifestyle pioneer, Kashi is passionate about and committed to improving the health of people and our planet. By providing great tasting, healthy and innovative foods, Kashi enables people to achieve optimal health and wellness, while also leading them on a path toward embracing a natural lifestyle. Kashi encourages people to live their best lives through its interactive online community at [Kashi.com](http://Kashi.com) and Day of Change cross-country tour supporting natural living. It also educates people through Wellness Hub, educational events that inspire the local Kashi community to embrace natural healthy lifestyle. To learn more about 25 years of Kashi's mission, sustainable efforts, values and roots, get inspired by the Yearbook on [Kashi.com](http://Kashi.com).

Kashi's products are natural, minimally processed and free of highly refined sugars, artificial additives and preservatives. *Kashi®* brands include: *GOLEAN®* cereals, and bars; *Kashi® Heart to Heart®* cereal, instant oatmeal and whole grain crackers; *Kashi® 7 Whole Grain Puffs*, *Honey Puffs*, *Nuggets and Flakes* cereals; *Kashi® Good Friends®* and *Kashi® Good Friends® Cinna-Raisin Crunch®* cereals; *Kashi® Organic Promise®* cereals; *Kashi® TLC®* chewy and crunchy granola bars, fruit & grain bars, soft-baked cereal bars; *Kashi® TLC®* party and snack crackers and *Kashi® TLC®* cookies; *Kashi®* all natural frozen entrees; *Kashi®* all natural frozen pizzas; *Kashi® Honey Sunshine™* cereal; *Kashi U™*; *Cocoa Beach™*, *Mountain Medley®* and *Summer Berry™* granola and *Kashi® 7 Whole Grain Pilaf*.

Join the Kashi community online at [www.kashi.com](http://www.kashi.com) and on Facebook [www.facebook.com/kashi](https://www.facebook.com/kashi).

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SOURCE Gaiam, Inc.