

February 1, 2011



## Gaiam to Release Samantha Brown's Asia on DVD This February

NEW YORK, Feb. 1, 2011 /PRNewswire/ -- Today, Gaiam, Inc., a leading producer of lifestyle media, announced the release of Travel Channel's ***Samantha Brown's Asia*** on DVD, under its exclusive home video license agreement with Travel Channel. Travel Channel ([www.travelchannel.com](http://www.travelchannel.com)) is the place for consumers to satisfy their urge to go, see and do. Through the entertaining stories and unique perspectives of its on-air personalities, Travel Channel creates travel content that connects people to the power and joy of human journeys that inspire, surprise, and entertain.

Travel to the Far East with Samantha Brown as she embarks on her most exciting and fascinating journey yet in ***Samantha Brown's Asia***. From the intoxicating beauty of Vietnam's rice paddies, to the luxurious beaches of Thailand, and Hong Kong's vivacious life after dark, Sam explores the food, culture, and inhabitants giving viewers an intimate look at what defines Asia today. Sam immerses herself in the local traditions and history of eight must-see destinations: Vietnam, Cambodia, Thailand, Singapore, Malaysia, Bali, Japan, and Hong Kong. Bonus features include travel tips for all eight of the destinations. This 2 DVD set includes 8 episodes plus bonus features with a total run time of 404 minutes and carries a SRP of \$19.98. Street Date: February 8, 2011.

This new release 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 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.

**TRAVEL CHANNEL** ([www.travelchannel.com](http://www.travelchannel.com)) is a network and Web site that connects viewers to the power and joy of human journeys that inspire, surprise, and entertain. Travel Channel is the world's leading travel media brand, and the network is available in nearly 96 million U.S. cable homes. Its Travel Channel HD™ simulcast is distributed to more than 35 million viewers. Travel Channel is headquartered in Chevy Chase, MD, and maintains offices in New York and Atlanta. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Food Network ([www.foodnetwork.com](http://www.foodnetwork.com)), Cooking Channel ([cookingchanneltv.com](http://cookingchanneltv.com)) and Great American

Country ([www.gactv.com](http://www.gactv.com)), is the manager and general partner.

Contact: Brittany Connor

[bconnor@kruppnyc.com](mailto:bconnor@kruppnyc.com)

646.797.2030

SOURCE Gaiam, Inc.