

June 1, 2011



"Man V. Food Season 3" Conquers 20 Food Challenges in 20 U.S. Cities, Now Available on DVD

NEW YORK, June 1, 2011 /PRNewswire/ -- Summer road trips just got hotter. Gaiam, Inc., a leading producer of lifestyle media, announces today the DVD release of Travel Channel's ***Man v. Food Season 3***, under its exclusive home video license agreement with Travel Channel. Season 3 features passionate foodie Adam Richman as he takes viewers on a cross-country quest to find the most mouth-watering pig-out joints in the United States.

Richman takes on 20 "food face-offs" like the five-pound grilled cheese challenge at Melt Bar and Grille in Cleveland, and the Jersey Shore's insanely spicy Ludicrous Wings Challenge at Chicken or the Egg, and the 12-egg omelet at Broken Yolk Cafe in San Diego. Learn about more herculean challenges as Richman makes stops in hard-core food locales including Oklahoma City, Indianapolis, Kansas City and even Puerto Rico. Whether he wins or loses, ***Man v. Food Season 3*** will leave you hungry for more!

Man v. Food Season 3 (SRP: \$24.98) includes a three-disc set featuring 20 episodes plus the Live Miami Special bonus feature. This new release will be available wherever DVDs are sold, including online at Amazon.com. **Total runtime:** 483 minutes. **Street date:** June 14, 2011.

TRAVEL CHANNEL (<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 96 million U.S. cable homes. Its Travel Channel HD™ simulcast is distributed to almost 37 million homes and is available on every major provider. 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 (<http://www.hgtv.com>), DIY Network (<http://www.diynetwork.com>), Food Network (<http://www.foodnetwork.com>), Cooking Channel (<http://www.cookingchanneltv.com/>) and Great American Country (<http://www.gactv.com>), is the manager and general partner.

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 or call 1.800.869.3603.

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