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Gaiam and Discovery Communications Release Two New DVD Titles This April

NEW YORK, April 2, 2012 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of two new DVD titles this month under its exclusive home video license agreement with Discovery Communications. The new titles include: ***Titanic: 100th Anniversary Collection*** and ***Man vs. Wild: Top 25 Man Moments***.

Discovery Channel's *Titanic: 100th Anniversary Collection*

Travel to the depths of the Atlantic Ocean and explore the tragic history of one of the greatest vessels ever created: The RMS Titanic. In honor of the 100th anniversary of one of the deadliest maritime disasters, ***Titanic: 100th Anniversary Collection*** takes viewers on a voyage from the creation of the largest passenger steamship of its time to the legend and mystery of the ship's truly catastrophic end. This DVD has a total run time of 176 minutes and an SRP of \$14.98. **Street date:** April 3, 2012.

Discovery Channel's *Man vs. Wild: Top 25 Man Moments*

Join survival expert and extreme adventurer, Bear Grylls, as he heads back into the wild, tackling his most extreme survival challenges in series history. Traveling to what many would consider some of the most inhospitable places on earth; Bear encounters his memorable moments from ***Man vs. Wild*** including drinking his own urine, fishing for catfish in the murky swamps of Louisiana and a dangerous encounter with an oncoming train in a railroad tunnel. Bonus features include a behind the scenes look at Bear's crew as they courageously follow him on each adventure. This DVD has a total run time of 215 minutes and an SRP of \$14.98. **Street date:** April 17, 2012.

Each new DVD release will be available in stores and online wherever DVDs are sold.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.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 62,000 retail doors, 14,400 store within stores, 5,600 media category management locations, a digital distribution

platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for 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 an 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.