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Gaiam Launches Maya Fiennes' Yoga for Real Life - An Innovative Kundalini Yoga DVD

NEW YORK, Sept. 4, 2012 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, announced today the release of Maya Fiennes' Yoga for Real Life. Fiennes' yoga is based on the discipline, Kundalini Yoga, which is a practice that fully engages the mind, body, and spirit, focusing on health and healing to improve the body through the use of its own energy.

In Yoga for Real Life, Fiennes guides viewers through a series of exercises to stimulate the chakras, the powerful spiritual centers of the body. Through breathing techniques, movements and mantras, she demonstrates how to clear the mind and body, preparing users to manifest anything they desire in life. In addition, the DVD provides visuals for all the positions and movements defined in her previously published book, *Yoga for Real Life*

Fiennes combined her talents as a successful classical pianist and performer, as she composed all the music featured on the DVD, which is designed to connect each body position with specific emotions. This provides a sense of release, as well as a journey from beginning to end, welcoming the unknown.

"From the first time I began practicing Kundalini, I felt such a strong connection as it fully incorporates the mind, body, and spirit in one workout, providing a truly emotional experience," says Fiennes. "I also love how Kundalini is accessible to anyone, whether a beginner or someone familiar with another style of yoga."

"We are excited to work with Maya Fiennes to offer our consumers the opportunity to experience a different yoga practice," says Bill Sondheim, president of Gaiam. "As the Kundalini practice has found a growing audience in the US, this DVD reflects our mission at Gaiam to provide a diversity of options, so that everyone can explore and discover all that yoga has to offer, enabling them to find a practice that is right for them."

Maya Fiennes' Yoga for Real Life has an approximate runtime of 60 minutes and a suggested retail price of \$14.98. The DVD will be available beginning September 4, 2012 in stores and online at Amazon.com.

About Maya Fiennes

Maya Fiennes is one of the most in-demand yoga instructors in London today, offering fun, uplifting, inspirational practices. After trying a variety of different yoga practices she felt a strong connection to Kundalini yoga and in 2003 began training to be a teacher under Shiv Charan Singh at the Karam Kriya School in London. Incorporating her background as a classic pianist and performer, Fiennes uses her own original music in her classes, which she

also performs live in concert. Since 2007 she has released a variety of DVDs, including a Journey through the Chakras, The Mantras of Kundalini Yoga, and a Detox DVD. Maya has also released a series of musical CDs to accompany her yoga. After writing *Yoga For Real Life*, she created this DVD, which will be the first in a set of three. Throughout the year, Fiennes leads workshops, retreats, and tours worldwide.

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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