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Gaiam Inc., The Leader in Innovative Lifestyle Solutions, Announces New DVD Series Created with Mayo Clinic

Mayo Clinic Wellness Solutions DVD Series Offer Integrative Health Solutions for Ten Chronic Medical Conditions

BROOMFIELD, Colo., Jan. 7 /PRNewswire-FirstCall/ -- Gaiam, Inc., the leading distributor of special interest programming with more than 46 percent of the fitness and wellness market, today announced a collaboration with Mayo Clinic to produce a series of DVDs focused on providing integrative health solutions for ten chronic medical conditions - obesity, type 2 diabetes, back pain, high blood pressure, osteoarthritis, heart disease, menopause, irritable bowel syndrome (IBS), fibromyalgia and insomnia. Gaiam's release of the Mayo Clinic Wellness Solutions series will be the first offering of its kind and will provide consumers with practical solutions to chronic health problems.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080107/NYM108>)

Hosted by Dr. Brent Bauer, Director of the Complementary and Integrative Medicine program at Mayo Clinic, each 90-minute DVD includes detailed information about the condition, covering both conventional and integrative treatment options. Drawing from evidence-based medicine, Mayo Clinic experts offer insight into integrative medicine including the benefits of combining nontraditional therapies with conventional care to achieve optimal health. Viewers will be empowered to take charge of personal health with a daily action plan tailored to each condition, including yoga and meditation, led by acclaimed Gaiam talent Rodney Yee and Colleen Saidman. Dr. Donald Hensrud, Chair of Preventive Medicine at Mayo Clinic, and a number of Mayo Clinic dieticians, provide essential information about maintaining a healthy diet.

"We recognized the need for reliable information when it comes to complementary and alternative medicine," said Gaiam President of Retail Distribution and Direct Response Marketing, William S. Sondheim. "The expertise Mayo Clinic provides will empower consumers to take immediate action toward improving their health by engaging their mind, body and spirit."

The first DVD offering of its kind, the Mayo Clinic Wellness Solutions DVD series is interactive and accessible, allowing viewers to immediately take charge of their health.

Mayo Clinic Wellness Solutions
Street Date: New Year's Day, January 1, 2008
Order Date: November 20, 2007
Suggested Retail Price: \$19.98

ABOUT GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is the leading independent distributor of special interest programming, with a 68,000 door retail distribution network. With more than 46 percent of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. Since its founding in 1988, Gaiam has grown into a \$220 million integrated brand. The company's commitment to quality, coupled with an innovative approach to merchandising and distribution have allowed it to dominate the health and wellness category with fitness sensations Rodney Yee, Patricia Moreno, Ana Caban and Debbie Rucker. For more information about Gaiam, please visit www.gaiam.com, or call 1.800.869.3603.

ABOUT MAYO CLINIC HEALTH SOLUTIONS

Mayo Clinic Health Solutions extends Mayo Clinic's expertise to people throughout their lives. By drawing upon the experience of teams of Mayo Clinic experts, Mayo Clinic Health Solutions develops and provides solution-oriented products and services designed to improve people's health. Its broad array of offerings includes solutions for population health management (health risk assessment, behavior change programs and self-care tools), consumer health education (<http://www.MayoClinic.com>, books and newsletters), health benefits administration (third-party administration, health savings accounts and pharmacy benefit management), pharmacy services, and medical supplies. Additionally, Mayo Clinic Health Solutions transfers medical expertise, intellectual property, and innovation into medical devices and products that help people across the globe. For more information, visit <http://www.MayoClinicHealthSolutions.com>.

SOURCE Gaiam, Inc.