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Gaiam and Discovery Communications Announce Exclusive Licensing Deal

NEW YORK, June 16 /PRNewswire-FirstCall/ -- Gaiam, Inc., the leading distributor of lifestyle media and fitness accessories, today announced that it has signed an exclusive home video license agreement with Discovery Communications. Under the three-year agreement, Gaiam will release programming from Discovery Communications networks, including Discovery Channel, TLC, Animal Planet, ID: Investigation Discovery, Science Channel, HD Theater, and Military Channel.

"Gaiam and Discovery Communications share a common value in our mission to transform lives through the use of inspirational media," said Lynn Powers, CEO of Gaiam, Inc. "We are confident that our retail brand building expertise will continue to grow Discovery's already significant presence in the home entertainment market."

"Discovery Communications is a leader in creating compelling programming that fascinates, educates, and touches viewers," said Kelly Day, Chief Operating Officer, Discovery Commerce and Digital Media. "Gaiam is the perfect strategic partner to distribute our home video products, which bring this myriad of programming into the home. By consolidating our distribution, we will be able to work more effectively with key video, mass and specialty retail accounts. We are also able to reach beyond traditional video and mass retail outlets with Gaiam and their well-established direct-to-consumer division."

Gaiam President of Entertainment and World Wide Distribution, William S. Sondheim said, "Gaiam's immediate goal is to further the reach of these captivating television brands with our unique ability to distribute to both mass market retail chains and non-traditional media outlets."

The DVDs and Blu-ray releases will feature complete seasons, themed collections or specially selected single titles from a wide array of programming, including runaway hits and new series such as: TLC's *Jon & Kate Plus 8* and *The Little Couple*, Discovery Channel's *Dirty Jobs* and Animal Planet's *River Monsters* and *Jockeys*.

DVDs will be available starting fall of 2009 at traditional media retail outlets and other select specialty chains.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading

consumer and educational products and services, and 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 the leading independent distributor of special interest programming, with a 72,000 door retail distribution network and over 10,000 store in stores. With more than 40 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 \$250 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, Mari Winsor, Billy Blanks and The Firm. For more information about Gaiam, please visit www.gaiam.com, or call 1.800.869.3603.

SOURCE Gaiam, Inc.