

March 1, 2010



Gaiam To Release Three Hit Titles From Discovery Channel, TLC and Military Channel in March

NEW YORK, March 1 /PRNewswire/ -- Gaiam, Inc., a leading distributor of lifestyle media, today announced the release of three hit titles in March under its exclusive home video license agreement with Discovery Communications. Titles include TLC's *Toddlers and Tiaras: Season 1*, Discovery Channel's *Hunting the Lost Symbol* and Military Channel's *Special Ops Mission*.

Toddlers and Tiaras: Season 1 – Each week viewers tune in to watch miniature beauty queens vie for the coveted crown and sash. *Toddlers and Tiaras* will captivate and enthrall viewers everywhere with its endless preparation for the competition, managing stage mamas, emotional outbreaks, and more. The *Toddlers and Tiaras: Season 1* two-DVD set carries an SRP of \$19.98 and runs 387 minutes. Street date: 3/9/10

Hunting the Lost Symbol – A compelling and provocative companion to Dan Brown's #1 best-selling book *The Lost Symbol*, this Discovery Channel special explores the fact and fiction around Washington DC's most famous symbols, images, and legends. Using dramatic recreations of pivotal moments in American history, *Hunting the Lost Symbol* takes viewers on an exciting journey through Capitol crypts, mysterious locations of historical significance, and hidden monuments. The DVD's bonus features also includes "Secret America," an in-depth look at conspiracy theories, myths, and lies about the country's most iconic symbols. *Hunting the Lost Symbol* carries an SRP of \$14.98 and runs 173 minutes. Street date: 3/2/10

Special Ops Mission – Using all his skills as a former Army Ranger and Air Force Pararescueman, Special Operator Wil Willis must complete a complex series of military objectives—while a highly trained opposition force uses everything in their arsenal to stop him. From freeing hostages held deep in the recesses of abandoned buildings and mountain climbing in five feet of snow, to executing operations in dangerous heat, Willis gives an inside look at how the world's most skilled military operators use their tactical abilities. First aired on the Military Channel, the two DVD *Special Ops Mission* set carries an SRP of \$19.98 and runs 258 minutes. Street date: 3/9/10

These new releases will be available wherever DVDs are sold, including online at Amazon.com.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 70,000 door retail distribution network, over 11,000 store within stores, a digital distribution platform and more than 8 million direct customers. With dominant

share of the fitness and wellness market, Gaiam is dedicated to providing solutions for the many facets of healthy, eco-conscious living. The company's commitment to quality, coupled with a forward-thinking approach to merchandising and distribution, has allowed it to dominate the health and wellness category with celebrity talent Marisa Tomei, Valerie Bertinelli and Trudie Styler and fitness sensations Bob Greene, Rodney Yee, Mari Winsor and The Firm. In addition, the company releases non-theatrical programming focused on family entertainment under its 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.

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.

SOURCE Gaiam, Inc.