

July 1, 2010



Gaiam and Travel Channel Announce Exclusive Home Video Licensing Deal

NEW YORK, July 1 /PRNewswire-FirstCall/ -- Gaiam, Inc., the leading distributor of lifestyle media, today announced that it has signed an exclusive home video license agreement with Travel Channel. Under the two-year agreement, Gaiam will be the exclusive home video distributor for Travel Channel programming, providing Gaiam the opportunity to manufacture, distribute and sell DVDs via traditional retail, direct and home shopping channels as well as digitally on the Gaiam website (www.gaiam.com).

"We are thrilled to begin working with such an innovative and forward-thinking entertainment group such as Travel Channel," said Gaiam President of Entertainment and World Wide Distribution, William S. Sondheim. "We're confident that our expertise and established distribution relationships will continue to grow Travel Channel's well established presence in the home entertainment market."

"Gaiam is an excellent strategic partner for Travel Channel as we look to build on our continued growth over the past several years," said Jonathan Sichel, General Manager, Travel Channel. "Gaiam is a proven leader in this space, and their innovative approach to distribution will allow us to reach a more robust group of consumers beyond traditional video and mass retail outlets."

This September marks the beginning of the partnership with the releases of *Anthony Bourdain: No Reservations Collection 5/ Part 1* and *Ghost Adventures Season 2*. Other DVD releases will feature popular programming including *Man v. Food*, *Bizarre Foods with Andrew Zimmern*, and *Samantha Brown's Passport to Great Weekends*.

About Travel Channel Media:

TRAVEL CHANNEL (www.travelchannel.com) is a network and Web site that captures the power of travel to inspire and entertain, and satisfies the consumers urge to experience the world. Travel Channel is the world's leading travel media brand, and the network is available in more than 95 million U.S. cable homes, and its Travel Channel HD™ simulcast is distributed to more than 17 million. The Web site averages more than 2 million unique users monthly, and its mobile content platform, Travel Channel GO™, is a leading provider of quality mobile travel video and on-the-go information. Travel Channel is headquartered in Chevy Chase, MD, and maintains offices in New York and Atlanta. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV (www.hgtv.com), DIY Network (www.diynetwork.com), Food Network (www.foodnetwork.com), Cooking Channel (cookingchanneltv.com) and Great American Country (www.gactv.com), is the manager and general partner.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 67,000 door retail distribution network, over 12,000 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.

Contact: Leslie Frieibert

Krupp Communications

lfrieibert@kruppnyc.com

212-886-6718

SOURCE Gaiam, Inc.