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Discovery Communications and Gaia to Release Extreme Survival Pack, Clash of the Dinosaurs, and Showdown Air Combat on DVD this August

NEW YORK, Aug. 2 /PRNewswire-FirstCall/ -- Gaia, Inc., a leading producer of lifestyle media, announced today the release of three new DVDs, ***Extreme Survival Pack***, ***Clash of the Dinosaurs***, and ***Showdown Air Combat***, under its exclusive home video license agreement with Discovery Communications.

The ***Extreme Survival Pack*** includes episodes from "Secrets to Survival," and "I Shouldn't Be Alive," and lets viewers experience the thrills and actions of those whose clear thinking under pressure helped save their lives in the most extraordinary circumstances. It also includes a bonus episode of "Man vs. Wild: Shooting Survival". ***Extreme Survival Pack*** carries an SRP of \$19.98 on DVD, with a total runtime of 215 minutes. **Street date:** August 17, 2010.

Clash of the Dinosaurs delves into the secret strengths and weaknesses of the incredible and diverse group of reptiles who ruled the earth for 120 million years. Using cutting-edge technology, these episodes provide real life recreations and explore dinosaurs from the inside out by peeling back their skin, their muscles, and even their brains to reveal their unique inner workings. ***Clash of the Dinosaurs*** carries an SRP of \$14.98 on DVD, with a total runtime of 172 minutes. **Street date:** August 24, 2010.

Watch fighter pilots speeding through the skies at hundreds, sometimes thousands of miles per hour on ***Showdown Air Combat*** as seen on Military Channel. This show recreates history's most compelling, head-to-head dogfights with restored aircraft from every era of aerial warfare. ***Showdown Air Combat*** carries an SRP of \$19.98 on DVD, with a total runtime of 301 minutes. **Street date:** August 24, 2010.

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

About GAIAM

Gaia, 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, Gaia 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 180 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.

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SOURCE Gaiam, Inc.