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Gaiam Partners with Yoga Sensation Kathryn Budig to Launch "Aim True Yoga" DVD

NEW YORK, Sept. 9, 2011 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media announces the DVD release of ***Aim True Yoga***. Kathryn Budig, one of yoga's newest and most widely recognized faces, delivers an entirely new energy to the practice of yoga. In this 80-minute, three-part DVD, Budig brings a fun and playful energy to the practice, while also using her trademark "workshop style" to demystify challenging yoga poses, making them easy to understand and master.

"Kathryn Budig embodies the Gaiam lifestyle of positive change and inspiration for healthy living, wellness and renewal of spirit," says Bill S. Sondheim, President, Gaiam. "Yogis, new and experienced, will appreciate her motivating and lovable personality in ***Aim True Yoga*** as Kathryn brings her 'Aim True' philosophy to life on the mat."

Aim True Yoga begins with a 25-minute Beginner's Practice showing an easy-to-follow Vinyasa flow practice. Part two features an intermediate-level practice called "Authentic Flow," during which Budig pushes participants to the next level in their practice. In the final DVD chapter, Yoga Poses Demystified, self-described by Budig as the "super workshop," Budig breaks down five of her favorite poses into simple, easy to follow steps.

"I'm a huge fan of and believer in Gaiam's commitment to yoga and healthy lifestyles and am very excited to work with them," says Kathryn Budig. "Yoga has changed my life and I believe that it can change the world, so I'm very excited to share ***Aim True Yoga!***"

Aim True Yoga includes a bonus download called "Core Power," a 15 minute practice designed to strengthen and tone the entire core with poses specifically designed to sculpt long, strong abs.

Aim True Yoga is available now in stores and online with a suggested retail price of \$14.98.

ABOUT KATHRYN BUDIG

Kathryn Budig's appetite for yoga is infectious. Having produced nearly 50 YouTube videos, she continues to share her zest for life, yoga and food in her writings for The Huffington Post, Yoga Journal, Yahoo Shine's Living Section and MindBodyGreen. She has graced the covers of Yoga Journal, Yoga International, Om Yoga and Common Ground. Budig has been featured on E! Entertainment, Food Network, *Shape* and *New York Times*. She also serves as the brand representative for apparel company ToeSox and ambassador for Pangea Organics. Kathryn is also dedicated to giving back to her community. She co-founded "Poses for Paws," an organization dedicated to raising money for animal shelters through

yoga.

ABOUT GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories, with a 62,000 door retail distribution network, over 14,400 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.

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