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Six New Titles From Discovery Communications and Gaiam Hit Shelves This October

NEW YORK, Oct. 11, 2011 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of six new DVD titles in October under its exclusive home video license agreement with Discovery Communications: ***Gold Rush: Alaska***; ***Pompeii: Back from the Dead***; ***Too Cute Kittens***; ***Greatest Tank Battles***; ***When Dinosaurs Ruled*** and ***Planet Evolution***.

Discovery Channel's ***Gold Rush: Alaska***

The American dream is reborn as ***Gold Rush: Alaska*** presents a new frontier for gold. The stakes are high as the miners risk their lives, family and money to explore the vast wilderness of Alaska. Challenged by an economic meltdown, Todd Hoffman, along with his father, lead a group of rookie miners who each want to strike it rich on a fast-paced and grueling search for gold. This two-disc DVD set has a total run time of 430 minutes with an SRP of \$19.98. **Street date:** October 4, 2011. Season two of ***Gold Rush: Alaska*** will premiere on October 28, 2011 on Discovery Channel.

Discovery Channel's ***Pompeii: Back from the Dead***

When natural disaster struck the Roman city of Pompeii (population 12,000), 54 men, women and children sought shelter in a dark cellar. They thought they survived the worst - instead, they became the last to die in the disaster. ***Pompeii: Back from the Dead*** reveals forensic clues that piece together secrets of the rich and poor, from their sex lives and diets to the priceless treasures found by their sides. This DVD has a total run time of 86 minutes with an SRP of \$14.98. **Street date:** October 11, 2011.

Animal Planet's ***Too Cute Kittens***

Prance through the fun and adorable world of felines in ***Too Cute Kittens***. From their first steps, follow these kittens as they embark on an adventure. Too loveable, too curious and too cute to quit, ***Too Cute Kittens*** tells the incredible coming-of-age stories of one of the most popular pets. This DVD has a total run time of 126 minutes with an SRP of \$14.98. **Street date:** October 4, 2011.

Military Channel's ***Greatest Tank Battles***

Action-packed, gripping and monumental battles are showcased through ultra-realistic CGI animation, which replays the step-by-step maneuvers used in the ***Greatest Tank Battles***. This series offers gritty realism from the perspective of the monstrous tanks that once ruled the roads. At the heart of these recounts are the first-hand accounts from soldiers who steered the very tanks which protected our homeland. This two-disc DVD set has a total run time of 430 minutes with an SRP of \$19.98. **Street date:** October 11, 2011.

SCIENCE's *When Dinosaurs Ruled*

When Dinosaurs Ruled presents the stories of larger-than-life creatures that ruled the globe, many of which were recently discovered. Mind boggling, headline-hitting discoveries take audiences head on in this exciting series. ***When Dinosaurs Ruled*** tells the actual stories of the dinosaurs and their lost world on a truly global scale. This DVD has a total run time of 210 minutes with an SRP of \$14.98. **Street date:** October 18, 2011.

SCIENCE's *Planet Evolution*

The ***Planet Evolution*** collection features SCIENCE's Mutant Planet, which dives into six strange worlds within worlds to celebrate the power of evolution. Nature is mysteriously magical in this series where it seems as if there are no rules. Japan, Madagascar and Australia, all having evolved on our planet, are explored in this investigative series. Bonus features include ***The Jeff Corwin Experience: Galapagos: The Living Laboratory*** and ***Understanding: Evolution***. This two-disc DVD set has a total run time of 336 minutes with an SRP of \$19.98. **Street date:** October 18, 2011.

Each new DVD release will be available in stores and online wherever DVDs are sold.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates 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 a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of 62,000 retail doors, 14,400 store within stores, 5,600 media category management locations, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category and releases non-theatrical programming focused on family entertainment and conscious media. In addition, Gaiam has an 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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