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Gaiam Launches Rhythmica - A Cardio Dance Party

NEW YORK, Dec. 5, 2011 /PRNewswire/ -- Gaiam, Inc., a leading distributor of lifestyle media and fitness accessories, today announced the December 6th release of *Rhythmica* – its newest fitness DVD. This innovative cardio dance workout offers variety, while also providing a high calorie burn.

Featuring the hottest music in hip hop, house and Latin, Rhythmica combines results driven workouts with the latest dance techniques to create a truly unique exercise experience. The workout is led by Marc Santa Maria, NYC Crunch fitness instructor, renowned for his edgy and powerful hip-hop and strength-based classes.

"Rhythmica is more like a fun, energizing dance party. You'll forget you're even exercising!" said Marc. "And you can easily take what you learn from the DVD and show it off later that night in a club," he adds.

Rhythmica offers three 20-minute workouts:

- **Get Fit House Party** - Works legs and glutes with real Latin dances and the latest club moves.
- **Latin Dance Mix** - Rooted in Latin dance basics, this segment revs up calorie burn with an international dance party routine.
- **Hip-Hop Fat Burn** - Sculpt arms, abs, and lower body to hip-hop favorites.

"We are thrilled to work with Marc Santa Maria on *Rhythmica*, which offers a fun way to get in shape. At Gaiam, we endeavor to provide a wide variety of exercise methods and we believe that Rhythmica will reach a broad audience looking to make fitness part of their lifestyle," said Bill Sondheim, Gaiam President.

Rhythmica will be available December 6, 2011 at Target stores and wherever DVDs are sold.

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, over 14,400 store within stores, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for the many facets of 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 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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