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Gaiam and Discovery Communications Release Three New DVD Titles This July

NEW YORK, July 2, 2012 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of three new DVD titles this month under its exclusive home video license agreement with Discovery Communications. The new titles include: ***Shark Week: 25th Anniversary Collection***; ***Man vs. Wild Season 6***; and ***Journey to the Center of the Earth***.

Discovery Channel's *Shark Week: 25th Anniversary Collection*

Join Discovery Channel as they celebrate the anniversary of the pop culture phenomenon and annual rite of summer, Shark Week, with the release of *Shark Week: 25th Anniversary Collection* on DVD and Blu-ray. The compilation features some of the best Shark Week episodes since its premiere in 1988. Highlights include the story behind the attacks that inspired the movie "Jaws," a diving adventure with great white sharks and a visit from the *MythBusters* team. With a total run time of 230 minutes, the collection has an SRP of \$14.98 for DVD and \$19.95 for Blu-ray. **Street date:** July 31, 2012.

Discovery Channel's *Man vs. Wild Season 6*

Seasoned adventurer Bear Grylls is back to share invaluable survival strategies while navigating remote locations around the world. In season six of *Man vs. Wild*, Bear takes on the scorching deserts and freezing mountains of Arizona, torrential rain storms and snakes in the forbidden Borneo jungle and is forced to eat nothing but flax and whale guts in New Zealand. As an added bonus, a special celebrity guest accompanies Bear on his adventure in Iceland and tests his strength and knowledge in an unpredictable and unforgiving landscape. This DVD has a total run time of 390 minutes at an SRP of \$14.98. **Street date:** July 3, 2012.

Discovery Channel's *Journey to the Center of the Earth*

Compare the fascinating revelations of modern earth science with the predictions that adventure author Jules Verne described in his famed book, *Journey to the Center of the Earth*. Dig in as scientists and miners go beyond Earth's crust to the molten core, confirming that Verne's story was not just inventive, but a prophecy of what lies in the soil beneath your feet. This DVD has a total run time of 132 minutes at an SRP of \$14.98. **Street date:** July 10, 2012.

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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SOURCE Gaiam, Inc.