

December 4, 2012



Gaiam Vivendi Entertainment And Discovery Communications Release *Curiosity: How Will The World End?* On DVD This December

NEW YORK, Dec. 4, 2012 /PRNewswire/ -- Gaiam Vivendi Entertainment, a leading producer of lifestyle media, announced today the release of ***Curiosity: How Will the World End?*** on DVD this month under its exclusive home video license agreement with Discovery Communications.

Thirteen centuries ago, Mayan priests warned of a global apocalypse that would end the world on Dec. 21, 2012. With the date quickly approaching, people are wondering if there is any truth behind the cautionary prophesy or if it is just a myth. Hosted by Samuel L. Jackson, this CGI special explores the five most probable cataclysmic events that could one day end life on Earth.

Discover how a mega-earthquake in small town Tennessee could shake the world to its core, how a super storm could submerge our major cities under water, and how geysers in Yellowstone could create a blast the strength of 1,000 atomic bombs. These events have already happened in Earth's four billion year history, but the real question is what comes next and can mankind survive?

This DVD includes three bonus episodes and has a total run time of 220 minutes and an SRP of \$14.98. **Street date:** December 4, 2012.

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 Vivendi Entertainment

Gaiam Vivendi Entertainment (Nasdaq: GAIA) is a leading producer, distributor and marketer of entertainment and lifestyle media. With a diversified distribution network that spans more than 60,000 retail doors as well as an extensive digital platform, the company dominates the

health and fitness category and ranks among the top three providers of non-theatrical programming. With content focused on film, fitness, sports and family programming, Gaiam Vivendi Entertainment provides sales, marketing and distribution services to many of the home entertainment industry's most prestigious brands, including Discovery Communications, Jillian Michaels, NFL Films, National Geographic, Marvel Animation, Shout Factory, Televisa, and World Wrestling Entertainment.

Media Contact

Leslie Norden
Krupp Kommunications
Lnorden@kruppnyc.com
212.886.6708

SOURCE Gaiam Vivendi Entertainment