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Gaiam Enters Wearable Technology Space With Lumo Lift

Extending its commitment to provide "best-in-class" health and wellness products, Gaiam now offers the posture-perfecting Lumo Lift

NEW YORK, Dec. 4, 2014 /PRNewswire/-- [Gaiam](http://Gaiam.com), a leading distributor of fitness and wellness products, announced today its partnership with Lumo Bodytech Inc., creators of the revolutionary fitness and posture perfecting Lumo Lift wearable device. Through this venture, Gaiam is offering its customers the first fitness monitor that also contains a posture coach, which expands the benefits of their best-selling Classic Balance Ball Chair®.

While a popular, growing trend today, Gaiam has been a part of the "active sitting" category since 2005 with the onset of their Classic Balance Ball Chair®, which offers ergonomic back support and spinal alignment, as well as core strengthening. In addition to supplementing the Balance Ball Chair®, Lumo Lift also works with the Balance Disc, an inflatable disc that converts any chair to a posture-improving active seat. The Lumo Lift can also be as an accessory or hidden under clothing, as well as combined with other products currently available on Gaiam.com to extend the capabilities and benefits that improves posture and strengthen one's core.

An independent study of Active Sitting was conducted on the effectiveness of the Gaiam Balance Ball chair, using feedback from the Lumo Lift sensor and a survey of the participants. The findings concluded that the Gaiam Balance Ball Chair helps users to maintain better posture and feel more energetic than a traditional chair. This supports the variety of other studies demonstrating that good posture helps to alleviate back and body

pain.

Named one of [TIME's 25 Best Inventions of 2014](#), Lumo Lift works by vibrating when it detects slouching or less than ideal posture. Worn near the collarbone, it pairs with an iOS or Windows 7 and above app. The Lift is an activity and posture coach, monitoring how long the user maintains good posture, as well as other measurements such as number of steps taken and calories burned.

"Lumo Lift is truly a product unlike any other as it is the first digital wellness device focused on helping people improve their posture," said Cyd Crouse, COO of Gaiam. "Because Gaiam has been committed to developing and expanding the 'active sitting' category for almost 10 years, we are excited to now offer our consumers a wearable device that is at the cutting edge of technology."

The Lumo Lift is compatible with iPhone 4S, 5, 5S, 5C, 6, 6 Plus, iPod Touch (5th gen), iPad (3rd and 4th gen), iPad mini, iPad Air, Windows 7 and above. Lumo Lift is now available on Gaiam.com for \$99. It is also sold alongside the Gaiam Balance Ball Chair and Gaiam Balance Ball at both Gaiam.com and Amazon.com. In 2015, Gaiam wellness products will be available on LumoBodyTech.com and on the Lumo Lift app.

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 approximately 38,000 retail doors, 15,000 store within stores, 5,000 category management locations, and e-commerce, Gaiam is dedicated to providing solutions for healthy living and personal transformation. Gaiam TV is a global digital subscription service with over 6,000 exclusive videos available for streaming. The Company dominates the health and wellness category and owns the largest library of conscious media. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

Media Contact:

Rachel Albert
Krupp Communications
(212) 886-6704
ralbert@kruppnyc.com
www.gaiam.com

Video - http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/162276-LumoLift_1080P.mp4

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