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Gaiam Partners with Yoga Celebrity Rachel Brathen to Release Digital Yoga Programs

NEW YORK, Feb. 26, 2015 /PRNewswire/ -- Gaiam, the lifestyle, yoga and fitness brand, announces today that it has partnered with one of yoga's brightest rising stars, Rachel Brathen. The yoga instructor, motivational speaker, and author has released two digital yoga programs with Gaiam, **Rachel Brathen Yoga: Find Your Purpose** and **Rachel Brathen Yoga: Release & Let Go**, both of which are now available on RachelBrathen.com and on Gaiam.com.

Brathen, a native of Sweden, has gained international renown since trading in Stockholm city life for Sun Salutations in Central America. There, in paradise, Brathen uncovered a passion for yoga and began teaching full time when she moved to Aruba in 2010. Brathen has since attracted a legion of fans around the globe through her insightful blog, breathtaking Instagram account, and hugely popular yoga workshops.

Now, she has joined forces with Gaiam to launch **Rachel Brathen Yoga: Find Your Purpose** and **Rachel Brathen Yoga: Release & Let Go**. Each program features five, 20-minute Vinyasa flow practices, an in-depth look at Rachel's beautiful, bohemian life as a yogi in paradise, and are designed to help build strength & flexibility, unwind the body, and gain confidence in one's yoga practice.

"We are excited to collaborate with Rachel on these beautiful digital yoga collections as a Gaiam partner," said Sue Haney, SVP of Marketing at Gaiam. "Rachel is an inspiration to millions worldwide and is a true rising star in the yoga world."

Rachel Brathen Yoga: Find Your Purpose is a collection of grounding, yet heart-opening practices that will inspire, empower, and energize. It is a solid flow practice designed to get the blood pumping and expand from the heart. **Rachel Brathen Yoga: Release & Let Go** meanwhile, is centered around discovering the parts of the body that are holding tension and tightness. These sequences will leave the practitioner feeling lighter and more at peace.

"I'm thrilled to have aligned with Gaiam for these two collections," said Brathen. "I am extremely passionate about sharing my love of yoga and helping others cultivate health, vitality, and joy."

The programs are 1 hour and 40 minutes each and are available for \$25.00 each or \$40.00 bundled together.

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 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.

About Rachel Brathen

Swedish native Rachel Brathen is an international yoga teacher, motivational speaker, and author residing in Aruba. Her highly-anticipated first book, *YOGA GIRL*, is part memoir, part yoga guide, and will be published on March 24, 2015 by Touchstone, a division of Simon & Schuster. After graduating school in Stockholm she traveled to Costa Rica and it was here that she found the joy of incorporating yoga into her everyday life. Deepening her yoga practice and also taking her first steps towards teaching, she ended up moving to Central America where she spent years exploring the intricate studies of yoga and spirituality. After moving to Aruba early 2010 she started teaching yoga full time on this Caribbean island. Her classes are a dynamic Vinyasa Flow integrating alignment, core work, and breathing techniques with basic poses and creative sequencing.

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Video - <http://youtu.be/6xZLMIYC36M>

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