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Discovery Communications and Gaia to Release Six New Titles On DVD This March

NEW YORK, March 9, 2011 /PRNewswire/ -- Gaia, Inc., a leading producer of lifestyle media, announced today the release of six new DVD titles: ***Through the Wormhole with Morgan Freeman***; ***Cake Boss Season 3***; ***Best Food Ever***; ***Atlas: Uncovering Earth***; ***Two Weeks in Hell*** and ***I Shouldn't Be Alive***, under its exclusive home video license agreement with Discovery Communications.

Science Channel's ***Through the Wormhole with Morgan Freeman*** explores the deepest mysteries of existence. The finest minds in science and philosophy dive into puzzling questions, such as Who or what am I?, Are we alone? and How did this begin?, to uncover the extraordinary truths of our universe. This two-disc set includes eight episodes with a total run time of 373 minutes and carries a SRP of \$19.98. **Street date:** March 8, 2011.

TLC's ***Cake Boss: Season 3*** invites viewers to a season packed full of baking, and even some bickering, with Cake Boss Buddy Valastro. Carlo's Bakery celebrates its 100th anniversary, and no matter how outrageous the client or the cake, Buddy and company always deliver. Stir in some crazy, a little bit of banter, a lot of love and, of course, amazing cakes, and you have the winning recipe for entertainment and fun. This two-disc set includes 19 episodes and bonus deleted scenes with a total run time of 461 minutes and carries a SRP of \$19.98. **Street date:** March 1, 2011.

TLC's ***Best Food Ever*** is a top 10 countdown that takes viewers across the country to discover the nation's tastiest treasures. Narrated by actor John Goodman, ***Best Food Ever*** explores 10 top food destinations across five categories: Sensational Sandwiches, Darn Good Diners, Bodacious Bakeries, Fab Food Carts and Buzzworthy BBQ. Each episode will take viewers behind the scenes at the dining establishments and uncover their tricks of the trade, which keep customers coming back time and time again. This DVD includes five flavorsome episodes with a total run time of 215 minutes and carries a SRP of \$14.98. **Street date:** March 15, 2011.

Discovery Channel's ***Atlas: Uncovering Earth*** uses scientific data and historical evidence to explore the development of some of the world's most iconic regions, including the Great Rift Valley, Hawaii and The Mediterranean. This captivating series delves into the stories of the early civilizations, which shaped the foundations of human culture while utilizing modern technology to depict the natural phenomena that formed these amazing areas. This DVD includes three episodes, plus two bonus episodes of *Solving History with Olly Steeds: Atlantis* and *Devil's Island*, and has a total run time of 215 minutes and carries a SRP of \$14.98. **Street date:** March 8, 2011.

Discovery Channel's ***Two Weeks in Hell*** goes inside the grueling selection process of the Green Berets, America's unconventional warfare specialists. It gives a first look inside the

two-week assessment that takes these brave men to the brink of insanity. Candidates are subjected to tasks, both mentally and physically exhausting, designed to reveal their true character and potential. Sixty percent of candidates will make it through the two weeks, but finishing the test does not guarantee you pass. This DVD has a total run time of 89 minutes and carries a SRP of \$14.98. **Street date:** March 1, 2011.

Animal Planet's ***I Shouldn't Be Alive Season 3*** stares death in the face in every episode. Ten ordinary people tell the intense stories of their near death experiences and the physical and emotional trauma suffered as a result. The captivating drama of each episode, including the heart-stopping *Fear in Freefall* and the terrifying *Avalanche of Terror*, brings these inconceivable events to life. Each survivor accounts the moral predicaments, chance events and desperate decisions that ultimately saved their lives. This two-disc set includes 10 episodes with a total run time of 430 minutes and carries a SRP of \$19.98. **Street date:** March 15, 2011.

These new releases will be available wherever DVDs are sold, including online at Amazon.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and 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 67,000 retail doors, over 12,500 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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