

July 1, 2011



## Discovery Communications and Gaia to Release Seven New Titles on DVD This July

NEW YORK, July 1, 2011 /PRNewswire/ -- Gaia, Inc., a leading producer of lifestyle media, announced today the release of seven new DVD titles in July: ***Shark Week: Restless Fury***; ***Surviving the Cut***; ***How Stuff Works – Food and Beverage***; ***Man, Woman, Wild***; ***Weapon Masters***; ***Dogs 101*** and ***Cats 101***; under its exclusive home video license agreement with Discovery Communications.

### Discovery Channel's ***Shark Week: Restless Fury***:

Watch shark attacks and the epic rescues caught on tape in ***Shark Week: Restless Fury***. One of the most anticipated events each summer, Shark Week dives into the world of the brave souls who deal with sharks and allows viewers to see the encounters from the safety of their homes. Bonus features include *Sharks: Are They Hunting Us?* *Man Vs. Fish: Tiger Shark* and special to Blu-ray Disc, *Man Vs. Fish: Mako Shark*. Make every week Shark Week, with this two-disc set, which has a total run time of 344 minutes and a SRP of \$19.98. The Blu-ray Disc edition has a total run time of 387 minutes with a SRP of \$24.98. **Street date:** July 19, 2011.

### Discovery Channel's ***Surviving the Cut***:

It takes all that you can be plus more to become one of the military's elite. Season one of ***Surviving the Cut*** explores the intense world of military training. Watch as bomb specialists, divers, para-rescue teams and other tactical units journey to earn their keep. In this compelling series, the suspense keeps viewers on the edge of their seats as the recruits are challenged to complete an exercise or be sent home. This two-disc DVD set has a total run time of 290 minutes with a SRP of \$19.98. **Street date:** July 12, 2011.

### Discovery Channel's ***How Stuff Works – Food and Beverage***:

This insightful DVD unravels questions behind the simple food and beverage items we generally take for granted. In ***How Stuff Works – Food and Beverage***, viewers will explore the simple elements that add flavor to our palates. Watch how beer is made and how a wheat can explode, or how the physics behind salt may one day power cars and trucks. The DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** July 19, 2011.

### Discovery Channel's ***Man, Woman, Wild***:

Former Special Forces survival expert Mykel Hawke and his TV journalist wife, Ruth, come

together to explore some of the world's most remote locations. In each episode, Mykel and Ruth are dropped into a zone where they must spend four days and nights. The key objective is to survive as a team. Watch as their marriage is tested and how they weather the wildest of what nature has to offer. Season one of ***Man, Woman, Wild*** is a two-disc DVD set with a total run time of 430 minutes and a SRP of \$19.98. **Street date:** July 19, 2011.

### **Discovery Channel's *Weapon Masters*:**

From ancient craftsmen to modern-day warriors, ***Weapon Masters*** brings viewers into an experience unlike any other. This action-packed DVD takes weapons tests to a new level, as technology and history collide to put some of the world's most memorable and dangerous weapons to use. ***Weapon Masters*** looks at how traditional weapons have evolved and how modern materials, science and techniques could create a killer machine. This two-disc DVD set has a total run time of 430 minutes and a SRP of \$19.98. **Street date:** July 26, 2011.

### **Animal Planet's *Dogs 101*:**

One of Animal Planet's top rated series, ***Dogs 101***, is a visual encyclopedia capturing everything there is to know about dogs. Five informative episodes give pet lovers a crash course in dogs that is fun and entertaining. Play fun trivia games, find out which breeds are the cutest, learn why the Golden Retriever truly is man's best friend, or why the more unique Bichon Frise has captured the hearts of dog lovers. ***Dogs 101*** has a total run time of 206 minutes with a SRP of \$14.98. **Street date:** July 5, 2011.

### **Animal Planet's *Cats 101*:**

As the second highest rated prime series among women, ***Cats 101*** puts the spotlight on the adorable, the feisty and the unexpected world of our feline friends. Discover more than 20 breeds of cats, explore what makes the American Shorthair unique and how the Egyptian Mau and Russian Blue got their names. ***Cats 101*** has a total run time of 202 minutes with a SRP of \$14.98. **Street date:** July 5, 2011.

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](http://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](http://www.gaiam.com) or call 1.800.869.3603.

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