

August 2, 2011



Discovery Communications and Gaia to Release 12 New Titles on DVD This August

NEW YORK, Aug. 2, 2011 /PRNewswire/ -- Gaia, Inc., a leading producer of lifestyle media, announced today the release of 12 new DVD titles in August under its exclusive home video license agreement with Discovery Communications: ***The Colony Season 2; Stormchasers: Season 3 – Let Chaos Ensnare; Dual Survival; Sons of Guns; Miami Ink: The Complete Collection; Must Love Cats; I (Almost) Got Away With It; James Ellroy's LA: City of Demons; Head Rush; Monster Bug Wars; How It's Made: Sports and Mission Demolition.***

Discovery Channel's *The Colony Season 2*

A new group of volunteers each with different skills, personalities and backgrounds must live, work and survive together to rebuild their world across 10 acres of land. The colonists, who include a teacher, carpenter and an auto mechanic, explore an environment that simulates the destruction left by Hurricane Katrina. In ***The Colony Season 2*** boundaries are blurred as sneak attacks are executed to steal food and a former marine trains his team to fight back. This two-disc DVD set has a total run time of 479 minutes with a SRP of \$19.98. **Street date:** August 2, 2011.

Discovery Channel's *Stormchasers: Season 3 – Let Chaos Ensnare*

Viewers can journey with a group of adventurers, filmmakers and scientists as they drive through Oklahoma, Nebraska and New Mexico—America's "Tornado Alley"—in ***Stormchasers: Season 3 – Let Chaos Ensnare***. Riding in an armored research vehicle, the teams risk their lives as they get up close to tornadoes and ultimately run out of places to hide. This two-disc DVD set has a total run time of 418 minutes with a SRP of \$19.98. **Street date:** August 2, 2011.

Discovery Channel's *Dual Survival*

Cody Lundin, a naturalist, and Dave Canterbury, a military-trained instructor and sniper with the U.S. Army, are trained survival experts who join forces to survive in some of the world's toughest environments. In ***Dual Survival***, these survivalists get creative as they decide the best way to make it through their long days together. Resources are limited when Dave must decide whether or not to drink stagnant water infested with insect larvae and Cody challenges his bare feet to a strenuous mountain climb. This two-disc DVD set has a total run time of 491 minutes with a SRP of \$19.98. **Street date:** August 2, 2011.

Discovery Channel's *Sons of Guns*

Sons of Guns gives viewers an inside look into Baton Rouge's Red Jacket Firearms, the country's most skilled and unique weapons business. The store is run by founder Will Hayden with the help of his daughter Stephanie who embrace the motto "If you can dream it, we can build it." In ***Sons of Guns***, Will and his crew design and create superior weapon combinations such as mounting an M203 grenade launcher under an M16 rifle. This two-disc

DVD set has a total run time of 352 minutes with a SRP of \$19.98. **Street date:** August 23, 2011.

TLC's *Miami Ink: The Complete Collection*

Take a look at how TLC's *Miami Ink* has turned four best friends into the most well-known and desired tattoo artists in the business. It combines the artistry and creativity of tattooing with the drama and pain that go along with it for a show that will keep viewers intrigued through all 80 episodes. This commemorative collection follows Miami's hottest tattoo artists from the rewards and pitfalls of their newfound wealth and fame. This 14-disc set has a total run time of 3,440 minutes with a SRP of \$99.98. **Street date:** August 23, 2011.

Animal Planet's *Must Love Cats*

Must Love Cats celebrates fascinating felines and the people who love them. Enjoy heartfelt stories such as the dancing cat that knows how to "get wiggly with it" and the cat fireman that alerted his owner to a neighbor's burning rooftop. Musician John Fulton takes his kitty-love across America's "cat-nation" in this fun series. This DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** August 16, 2011.

Investigation Discovery's *I (Almost) Got Away With It*

I (Almost) Got Away With It recounts the criminal world of murderers, drug dealers, bank robbers and jail escapees who did whatever they could to avoid capture. In the DVD, a crime goes wrong causing a husband to change his identity and flee to New Zealand. In another episode, a marriage ends abruptly after a husband shoots his sleeping wife when he is unable to tell her of their financial ruin. This DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** August 2, 2011.

Investigation Discovery's *James Ellroy's LA: City of Demons*

Hollywood's most notorious crimes were committed by some of its most famous stars. Bestselling author James Ellroy showcases his larger-than-life personality in *James Ellroy's LA: City of Demons*. Ellroy explores and exposes the local dirt on the biggest cases to hit the city such as Barbara "Bloody Babs" Graham, The Black Dahlia and The Lonely Hearts Killer. This two-disc DVD set has a total run time of 258 minutes with a SRP of \$19.98. **Street date:** August 9, 2011.

SCIENCE's *Head Rush*

MythBusters star Kari Byron is a know-it-all when it comes to wild and wacky science stunts, and she doesn't hesitate to demonstrate both. In *Head Rush*, discover the speed of a shrimp running on a treadmill; learn how to make a drinking glass explode; and how to solve a crime with hair dye. This two-disc DVD set has a total run time of 505 minutes with a SRP of \$19.98. **Street date:** August 9, 2011.

SCIENCE's *Monster Bug Wars*

Get a ringside seat to some of nature's deadliest encounters in *Monster Bug Wars*. Watch a Scorpion battle a Centipede and discover how a Spitting Spider takes on a Jumping Spider. Even learn about the Jumping Jack Ant—small on size, big on attitude—which doesn't mind picking a fight with an enemy bigger than itself. This DVD has a total run time of 215 minutes with a SRP of \$14.98. **Street date:** August 16, 2011.

SCIENCE's *How It's Made: Sports*

How It's Made: Sports gives you a play-by-play dissection of how America's favorite sports

come to life by offering a rare view behind the creation of baseball gloves, tennis balls and 45 other pieces of athletic equipment. In ***How It's Made: Sports***, watch several artisans create a hand-made baseball glove and discover how the cores of millions of bowling balls are crafted. This DVD has a total run time of 200 minutes with a SRP of \$14.98. **Street date:** August 23, 2011.

Military Channel's *Mission Demolition*

At one of the toughest soldier training schools in the military for combat engineering, a new class of soldiers competes against each other to become one of the elite. The Sapper Leader Course at Fort Leonard Wood, Missouri puts 38 students through 28 non-stop days of grueling training, pushing their physical and mental skills to the limit. Their training all leads up to the moment where they plan and conduct their own missions before advancing to real war zones. This DVD has a total run time of 129 minutes with a SRP of \$14.98. **Street date:** August 9, 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.

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 64,000 retail doors, 14,600 store within stores, 5,600 media category management locations, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for 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 an 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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