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Gaiam and Trudie Styler Align to Launch Strengthen & Restore Yoga DVD and Mobile App

NEW YORK, Dec. 5, 2011 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media and fitness accessories, is proud to announce the December 6th release of *Trudie Styler's Strengthen & Restore* Yoga DVD and mobile app. This is the seventh DVD release and second mobile app in the mind-body fitness series featuring actress, producer and environmental activist, Trudie Styler, and celebrity trainer, James D'Silva.

The DVD features three practices designed to strengthen the body while calming the mind, creating the ultimate balance in life. The *Strengthen & Restore* App will support the practices found on the DVD along with a photo gallery of images shot on Trudie and Stings' farm in England.

"We were very excited to work with Trudie Styler once again and expand on the mind-body fitness series that has been consistently successful over the years," said Bill Sondheim, Gaiam President. "We are also thrilled to launch the mobile app component for this DVD as well— taking Trudie's work across all platforms ... allowing her lessons to be accessible at home, traveling, or on the go," he adds.

Trudie Styler's *Strengthen & Restore* DVD contains three unique yoga practices and bonus downloadable Restorative yoga practice. The programs are as follows:

- **Trudie's Toning Practice** (20 minutes) - Lengthens and stretches the muscles through a gentle toning process.
- **Strong Body & Mind** (45 minutes) - A Vinyasa Flow sequence that builds heat (for weight loss) while increasing strength, flexibility and endurance.
- **Calming Meditation** (6 minutes) - A process of visualizing and focusing to achieve both inner and outer strength.
- **Winding Down** (10 minutes) - A bonus downloadable Restorative PM practice that brings peace and serenity to the user's nighttime routine.

Trudie Styler's Strengthen & Restore DVD and mobile app will be available on December 6, 2011 online and in retail stores wherever DVDs are sold.

About Trudie Styler

Trudie Styler is an actress, film producer, director, human rights activist, environmentalist, organic farmer, and UNICEF Ambassador. In 1988, Trudie and her husband Sting started the Rainforest Foundation, an organization devoted to protecting rainforests and their indigenous peoples. Trudie's charitable works for human rights and the environment have been recognized by many award-giving bodies. As an Ambassador for UNICEF, Trudie is

committed to working to improve the lives of impoverished and exploited children all over the world. In 1990 Trudie and Sting moved to Lake House in the English countryside and, determined to raise their children on a fresh and healthy diet, set about converting the 200 acres of farmland to organic status. Trudie's passionate concerns for the environment and human rights motivate many of her career choices, and are reflected most clearly in her documentary films and fundraising activities

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 62,000 retail doors, over 14,400 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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