

December 6, 2011



Gaiam and Discovery Communications Release Seven New DVD Titles This December

NEW YORK, Dec. 6, 2011 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of seven new DVD titles this month under its exclusive home video license agreement with Discovery Communications. New titles include: ***How Beer Saved the World***; ***Prehistoric: Predators of the Past***; ***Cake Boss Season 4, Volume 1***; ***NY Ink***; ***True Crime Series Volume 2: Twisted Minds & Fatal Attractions***; ***Awesome Pawsome: The Next Generation***; and ***Amazing Acts of Bravery***.

Discovery Channel's *How Beer Saved the World*

Believe it or not, beer has been a critical element in sustaining life on Earth. Throughout this fun and irreverent documentary, historians and scientists dive into how important beer has been; all the way back to building the pyramids. ***How Beer Saved the World*** presents many ways beer has impacted some of the greatest moments in history. Two complementary bonus episodes include; *How Stuff Works: Beer Connoisseurs* and *Emeril Green: What's Brewing*. The DVD has a total run time of 110 minutes and an SRP of \$14.98. **Street date:** December 13, 2011.

Discovery Channel's *Prehistoric: Predators of the Past*

Only the fiercest and strongest creatures of the ancient world are featured in this thrilling documentary. Watch lethal predators, including the saber-toothed cat, the short-faced bear and the dire wolf come to life again. While enjoying the breathtaking animation, find out why these ferocious beasts are now extinct. The DVD has a total run time of 172 minutes and an SRP of \$14.98. **Street date:** December 20, 2011.

TLC's *Cake Boss Season 4, Volume 1*

Prepare to be amazed as Carlo's Bake Shop continues to create some of their most visionary cakes to date. From a transforming bumblebee to a toilet cake, which actually flushes, expect the unexpected this season. To add to the fun, Buddy and Lisa have their own bun in the oven, with their fourth baby on the way! This two-disc DVD has a total run time of 416 minutes and an SRP of \$19.98. **Street date:** December 6, 2011.

TLC's *NY Ink*

Ami James, brash and loud with a big personality and heart to match, makes his move from the Magic City of Miami to the concrete jungle of New York. Always looking for his next big challenge, Ami's new shop, Wooster Street Social Club, will open right in the heart of SoHo. A new shop means hiring a whole new crew, and with that, a whole new set of problems. Watch as Ami attempts to become the tattoo king of New York in this two-disc DVD set, which has a total run time of 344 minutes and an SRP of \$19.98. **Street date:** December 20, 2011.

Investigation Discovery's *True Crime Series Volume 2: Twisted Minds & Fatal Attractions*

Experience chilling, real-life crime stories told by the victims themselves, in *Stolen Voices*, *Buried Secrets*. Clues are revealed by investigators, family and friends, but now the victim fills in the details from beyond the grave. Then, find out what happens when a killer's lover joins in to form a deadly duo in *Wicked Attraction*. This DVD includes seven episodes and has a total run time of 215 minutes and an SRP of \$14.98. **Street date:** December 6, 2011.

Animal Planet's *Awesome Pawsome: The Next Generation*

Back in 1998, the world fell in love with four adorable Bengal tiger cubs named Sita, Rama, Taj and Sultan, otherwise known as the "Awesome Pawsome." Born at Tiger Island on Australia's Gold Coast, these furry balls of energy became instant celebrities and shed a light on endangered species. Fast-forward 10 years – the Tiger Island team is expecting a new litter of cubs, this time of the Sumatran species. The "Awesome Pawsome" quartet is all grown up, but how will they react when this young brood invades their kingdom and steals the spotlight? This documentary immerses you in the lives of these majestic and endangered creatures. The DVD has a total run time of 86 minutes and an SRP of \$14.98. **Street date:** December 13, 2011.

Military Channel's *Amazing Acts of Bravery*

Brace yourself to be moved by tales of real-life, American heroes. Three captivating programs follow the men and women of this country whose spirit and valor are unmatched. "Fight or Die" reveals real battlefield mindsets; "Feats of Valor" shows heroes risking their lives to save fellow comrades and "No Dog Left Behind" captures soldiers putting themselves in harm's way to rescue four-legged friends. This exclusive DVD has a total run time of 129 minutes and an SRP of \$14.98. **Street date:** December 6, 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 62,000 retail doors, 14,400 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.

Contact: Lauren Aboulessan
Krupp Communications
laboulessan@kruppnyc.com
(212) 886-6710

SOURCE Gaiam, Inc.