

May 1, 2012



## Travel Channel and Gaiam Release "Sand Masters Season 1" on DVD

NEW YORK, May 1, 2012 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the DVD release of Travel Channel's ***Sand Masters Season 1*** under its exclusive home video license agreement with Travel Channel.

Award-winning sand sculptor Rusty Croft has turned his love for playing in the sand into not only an art, but a career, creating unimaginable masterpieces on a massive scale that not only defy expectations but often defy gravity. Joining forces with his longtime friend-turned-business partner, Kirk Rademaker, the two "Sand Guys" travel the planet, transforming something as ordinary and accessible as sand into fragile and fantastic art.

Whether they are competing in world championship events or attempting to deliver on their demanding clients' outrageous requests these world-class sculptors, including Matt Long, Andy Gertler, Sue McGrew and Morgan Rudluff, make sand look sensational.

This season, the sculptors are commissioned to make massive yet delicate sand sculptures for clients like Ringling Bros & Barnum and Bailey Circus, The Royal Hawaiian Resort and Legoland, to create ingenious art for important events in some of the world's most enticing locations. From a tribal new year in New Zealand to Fleet Week in Times Square to the jungle-lined beaches of Costa Rica, these sand superstars prove they can handle it all while battling unpredictable weather, wildly ambitious designs, demanding clients and a ticking clock.

Dig in with Rusty, Kirk and the team on their globetrotting assignments to turn ordinary sand into mind-blowing masterpieces, because for these professionals, it's just another day at the office.

This two-disc set has a run time of 411 minutes and an SRP of \$19.98. **Street date:** May 22, 2012.

***Sand Masters Season 1*** will be available in stores and online wherever DVDs are sold.

**TRAVEL CHANNEL** (<http://www.travelchannel.com>) is a multiplatform travel lifestyle brand with the core mission of providing inspiring and compelling programming that takes viewers beyond their every day destinations, making the unfamiliar familiar, whether it's around the world or around the block. A dual feed network that is also available in HD, Travel Channel is the world's leading travel media brand, and is available in 96 million U.S. cable homes. Owned and operated by Scripps Networks Interactive (NYSE: SNI), Travel Channel has offices in Chevy Chase, MD, and New York, NY. Scripps Networks Interactive (NYSE: SNI) also owns and operates HGTV, DIY Network, Food Network, Cooking Channel and Great American Country.

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

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