

June 4, 2012



Gaiam And Discovery Communications Release Three New DVD Titles This June

NEW YORK, June 4, 2012 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of three new DVD titles this month under its exclusive home video license agreement with Discovery Communications. The new titles include: ***Brew Masters***, ***Storm Chasers: Up Close and Personal*** and ***Backyard to Battlefield***.

Discovery Channel's *Brew Masters*

Join Sam Calagione, master brewer at Dogfish Head Brewery, and his team as they search for exotic ingredients and ancient techniques to produce some of the most unique beers on the market, including an ancient Chicha, the ever popular Punkin Ale and a new concoction, Bitches Brew. For Calagione beer is a passion, a business and a personal quest for the best, most imaginative brews. Whether it all comes together or it all hits the fan, Sam and the team at Dogfish Head put it all on the line and have a good time doing it. This DVD has a total run time of 220 minutes at an SRP of \$14.98. Street date: June 5, 2012.

Discovery Channel's *Storm Chasers: Up Close and Personal*

Step into the swirling chaos of the country's most magnificent storms in ***Storm Chasers: Up Close & Personal***, where our favorite storm chasers stare down the barrels of intimidating storms. The team risks it all to provide an inside look at Tornado Alley as they search for what fuels the fury of these devastating beasts. As an added bonus, experience a day in the life of one of the most dangerous jobs in television, the *Storm Chasers* production crew. Viewers will get an intimate look at how the production crew manages to keep up with the storm chasers while risking their lives to work under the most extreme conditions. This DVD has a total run time of 132 minutes at an SRP of \$14.98. **Street date:** June 5, 2012.

Military Channel's *Backyard to Battlefield*

Ride along with the U.S. military as they enlist the help of outsider defense contractors to create amazing gadgets, vehicles and equipment, which make up the new breed of tools used by the U.S. armed forces. Between the Ripsaw, the world's fastest unmanned ground vehicle, and the BEAR, a robot with superhuman qualities; these intensely motivated inventors create mind blowing new tools for America's heroes. This DVD has a total run time of 139 minutes at an SRP of \$14.98. Street date: June 12, 2012.

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.

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