

October 2, 2012



Gaiam Vivendi Entertainment and the Johnson Production Group Release **Holiday Engagement** on DVD

NEW YORK, Oct. 2, 2012 /PRNewswire/ -- Gaiam Vivendi Entertainment, a leading producer of lifestyle media, and The Johnson Production Group announced today the release of **"Holiday Engagement"** on DVD right in time for the holiday season.

"Holiday Engagement" originally aired on the Hallmark Channel in November of 2011 as part of the channel's annual Countdown to Christmas campaign, where it earned the channel their highest rated Sunday in network history. The #1 movie of the week among households and the target demo of W25-54, "Holiday Engagement" was seen by nearly 5.4 million unduplicated viewers, boosting the Hallmark Channel to the #1 rated cable network for the entire day among W25-54 rating and the #2 rated cable network in Prime Time for the day among HH (2.5 HH rtg). (Source: The Nielsen Company, November 21 - 27, 2011)

"'Holiday Engagement' represents the caliber of quality family entertainment that Gaiam Vivendi strives to provide for our consumers" said Gaiam Vivendi President, Bill Sondheim. "We are excited to add such a quintessential holiday movie to our roster of Gaiam Vivendi media."

"This film is the culmination of an extraordinary commitment of a terrific cast, crew and artists who have come together to make a Christmas classic." said Tim Johnson of The Johnson Production Group.

In "Holiday Engagement," Hillary Burns (Somerville) is always struggling in life and love while constantly feeling the pressure to marry from her demanding mother, Meredith (Long). This holiday season, she thinks she finally has it right but when Hillary's fiance suddenly breaks up with her, she scrambles to find a fake fiance. After posting an ad online, she hires David (Bridges), an out-of-work actor to pose as her fiance in front of her mom, her dad (McMurray) and her snobbish sister Trish (Duff). Her fake engagement starts to unravel when she realizes she's in over her head and begins falling for David. Stars Emmy® Award-winner and two-time Golden Globe winning actress Shelley Long ("Cheers"), Bonnie Somerville ("The Ugly Truth"), Jordan Bridges ("Rizzoli & Isles"), Haylie Duff ("7th Heaven") and Sam McMurray ("Raising Arizona").

This DVD has a run time of 93 minutes and a suggested retail price of \$14.93. **Street date:** October 16, 2012.

"Holiday Engagement" will be available in stores and online wherever DVDs are sold.

About Gaiam Vivendi Entertainment

Gaiam Vivendi Entertainment (Nasdaq: GAIA) is a leading producer, distributor and marketer of entertainment and lifestyle media. With a diversified distribution network that spans more than 60,000 retail doors as well as an extensive digital platform, the company dominates the health and fitness category and ranks among the top three providers of non-theatrical programming. With content focused on film, fitness, sports and family programming, Gaiam Vivendi Entertainment provides sales, marketing and distribution services to many of the home entertainment industry's most prestigious brands, including Discovery Communications, Jillian Michaels, NFL Films, National Geographic, Marvel Animation, Shout Factory, Televisa, and World Wrestling Entertainment.

Contact: Leslie Norden
Krupp Kommunications
lnorden@kruppnyc.com
212.886.6708

SOURCE Gaiam Vivendi Entertainment