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Gaiam Launches "Meditation Studio by Gaiam" iPhone App

Leading Yoga Brand Offers Original Expert-Led Guided Meditations

NEW YORK, Jan. 12, 2016 /PRNewswire/ -- Gaiam, the premier yoga, fitness, and wellness brand, announces today the launch of "Meditation Studio by Gaiam," an iOS app offering original guided meditations led by the country's top experts. Launched on iTunes as one of the "Best New Apps for 2016," the app builds on the success of "Yoga Studio by Gaiam," which is the leading yoga app with over 1 million downloads. Meditation Studio by Gaiam presents an extensive library of over 160 originally produced meditations, allowing users to explore a variety of styles to lead a calm and balanced life.



"Meditation Studio by Gaiam was designed to make quality meditation accessible to everyone," said Cyd Crouse, COO of Gaiam Brands. "Utilizing leading experts with deep expertise has allowed us to incorporate unparalleled content, offering exceptional value to users that are just beginning *and* those who currently practice mediation."

For just \$2.99, Meditation Studio provides more than 160 meditations in a diverse range of styles, led by 18 expert teachers.

The app features a wide scope of meditation collections for many of life's challenges, including stress, pain, sleep, confidence, performance, and more. The Performance collection, for example, offers light-hearted titles geared toward a "First Date" or "Public Speaking." The app also offers a "Quick Breaks" collection, containing two-minute guided meditations intended to help users find calm while going about their day, with titles such as "Tech Break" and "Standing in Line." Finally, the app's "Just For" category showcases curated meditations directed toward the needs of specific populations, beginning with a collection just for veterans. Coming soon are collections for moms, teens and 20-somethings.

The app also presents step-by-step instruction allowing users to dive deeper into specific meditation topics. For example, the "Meditation Essentials" course will introduce first-time users to meditation concepts, and "Changing Habits" will help them identify and change unhealthy habits in their lives. The 19-session "Uncovering Happiness" course, taught by leading expert Dr. Elisha Goldstein, specifically focuses on using a mindfulness practice to

feel more joy and think positively.

Meditation Studio by Gaia features:

- Unlimited access to individual meditations and courses from 18 leading experts, with a wide range of styles
- Curated "Collections" of original meditations geared toward sleep, pain relief, increased confidence, happiness, stress reduction, performance and other specific goals
- Step-by-step "Courses" featuring sequential, in-depth instruction on topics like Meditation Essentials, Uncovering Happiness, and Changing Habits
- Meditations of different lengths to fit your time and lifestyle, including two-minute "Quick Breaks" and 5-, 10-, and 15-minute meditations
- Ability to track progress, schedule sessions, and stay focused with an in-app calendar

Guided meditations are led by some of the world's most influential experts, including Dr. Elisha Goldstein, Emily Fletcher, Michael Apollo, Susan Piver, Noah Levine, Rodney Yee, Ashley Turner, Dr. Shelby Harris, and many more.

Gaia has also launched a companion podcast, "Untangle," which highlights the difference regular meditation can make in people's lives. The podcast presents interviews with real people, ranging from CEOs and medical professionals to athletes and veterans. Meditation experts and luminaries are also interviewed, providing insights into the benefits that come with a daily meditation practice and the science behind it.

Meditation Studio speaks to a spectrum of users, from those looking to start a practice to those interested in discovering new styles.

Meditation Studio by Gaia is available for download on iPhone and iPod Touch in [the App Store](#). For more information, please visit meditationstudioapp.com.

Additional images may be downloaded [here](#).

About GAIAM

Gaia, Inc. (NASDAQ: GAIA) is a leading lifestyle company for yoga, fitness and wellness products and content. With a wide distribution network that consists of approximately 38,000 retail doors, 17,000 store within stores, 5,000 category management locations, e-commerce and leading yoga and meditation apps, Gaia is dedicated to making yoga, meditation, fitness and wellness accessible to all. Gaia's subscription service, Gaia, has approximately 7,000 exclusive videos available for streaming and download. The Company dominates the health and wellness category and owns the largest library of conscious media. For more information about Gaia, please visit www.gaia.com.

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