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My Yoga Online Merges With Gaiam TV

BOULDER, Colo., Nov. 8, 2013 /PRNewswire/ -- Gaiam, Inc. (NASDAQ: GAIA), a lifestyle media company, reported today that My Yoga Online has merged with Gaiam TV.

MyYogaOnline.com is an online video streaming service founded in 2004 by Jason Jacobson and Michelle Trantina with last 12 months revenue of \$2.6 million. Having an equal subscription price of \$9.95 per month, My Yoga is a perfect complement to the Gaiam TV service offering.

Coming soon, all subscribers will have access to full content offerings from both My Yoga Online and Gaiam TV for \$9.95 per month. This includes over 6,000 titles in yoga, meditation, fitness, natural health, spirituality, alternative knowledge, inspiring documentaries and more.

"We are very excited to merge with Gaiam TV and see the synergies of our companies as an ideal next step to expanding our online yoga and wellness initiatives," said My Yoga Online CEO Jason Jacobson. "We were the first in the online yoga realm, and grew from a small company with very few resources to the world's largest online yoga streaming service. Now with Gaiam TV's technology and multi-platform distribution, we are poised to take My Yoga Online's growth to the next level very quickly."

At their core, My Yoga Online and Gaiam TV's missions are the same: To provide tools and insight to our global community, helping us all to be healthier, happier and more aware. "At My Yoga Online, we pride ourselves not only on the high quality of our content, but our vibrant community of yogis from around the world," added My Yoga Online president Michelle Trantina. "With this merger, we will continue to narrow the gap between the ancient science of yoga and modern technology, making these practices more accessible and readily available to those that need it the most."

"We're excited about the merger and having the people behind My Yoga Online as part of our team," says Jirka Rysavy, Gaiam's Chairman and founder. "The goal of Gaiam TV is to provide multifaceted offerings for personal transformation."

About MY YOGA ONLINE

MyYogaOnline.com is a premium online yoga studio offering over 1,000 yoga, Pilates, and wellness video classes online for streaming and download. With a roster of renowned teachers, studios, and festivals, and a vibrant community of members from across the globe, My Yoga recognizes that a personal dedication to health and wellness can transform the world. For more information about My Yoga, please visit www.myyogaonline.com or call 1.888.488.3877.

About GAIAM and GAIAM TV

Gaiam, Inc. (NASDAQ: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of over 40,000 retail doors, 15,000 store within stores, 6,000 category management locations, and e-commerce and digital subscription platforms, Gaiam is dedicated to providing solutions for healthy and eco-conscious living and personal transformation. The Company dominates the health and wellness category and owns the largest library of conscious media. Gaiam TV is a digital subscription service with over 5,000 exclusive videos available for streaming. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

This press release includes forward-looking statements relating to matters that are not historical facts. Forward-looking statements may be identified by the use of words such as "expect," "intend," "believe," "will," "should" or comparable terminology or by discussions of strategy. While Gaiam believes its assumptions and expectations underlying forward-looking statements are reasonable, there can be no assurance that actual results will not be materially different. Risks and uncertainties that could cause materially different results include, among others, introduction of new products and services, completion and integration of acquisitions, the possibility of negative economic conditions, and other risks and uncertainties included in Gaiam's filings with the Securities and Exchange Commission. Gaiam assumes no duty to update any forward-looking statements.

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