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Gaiam® Releases New Athletic Yoga Programs Featuring MLB All-Star Giancarlo Stanton and MLS Standout and U.S. Men's Soccer Team Member Jermaine Jones

Brand Builds on 'Yoga for Men' Trend with New Performance-Focused Athletic Titles

NEW YORK, May 14, 2015 /PRNewswire/ -- Today Gaiam, a leading yoga, fitness and wellness company, announced the release of two additional yoga programs in their newly launched series of [Athletic Yoga](#) programming. Featuring professional athletes, Gaiam's latest releases are available today both digitally and on DVD and are designed to give any athlete - pro, amateur or weekend warrior - a mind-body experience that helps elevate performance and provides a competitive edge.

[Yoga for Power with Giancarlo Stanton](#) and [Yoga for Conditioning with Jermaine Jones](#) are led by trainer and yoga expert Kent Katich. With nearly two decades of experience training the top athletes in the world, Katich has a unique performance-driven approach to yoga that has reshaped the attitudes and training methods of hundreds of the most elite players in professional sports. In both programs, Katich demonstrates dynamic yoga practices to complement traditional sports training and to help deliver enhanced athletic performance:

- *Yoga for Power with Giancarlo Stanton*- The MLB All-Star is led through four dynamic practices designed to develop power and strength and build a strong core.
- *Yoga for Conditioning with Jermaine Jones*- The MLS standout and U.S. Men's Soccer Team member is led through four Athletic Yoga practices designed to build endurance and stamina and improve flexibility for injury prevention.

"Yoga has become an integral part of my training regimen. It strengthens my body and mind and pushes me to be more in tune with myself not only physically, but mentally as well," said Stanton. "I truly feel that yoga has been a key component in developing a solid foundation on which I can continue to build a healthy athletic career while benefiting my life as a whole."

"Yoga is beneficial for every sport," said Jones. "It is tough and it really is a workout, but if you go in and really concentrate and focus, it will absolutely help you."

To support the Athletic Yoga programs, Gaiam developed a website geared toward athletes – GameOnYoga.com – which launched in March to support the first programs in the Athletic Yoga series. [Yoga for Flexibility with Kevin Love](#) and [Yoga for Strength with Eddie George](#) featured NBA All-Star Kevin Love and former NFL All-Pro Running back Eddie George, respectively, and [Yoga for Runners](#) featured NYC-based yoga instructor Matt Giordano. In addition to the programming, GameOnYoga.com also offers Gaiam's Athletic Yoga collection of longer, wider yoga mats and towels and denser, sturdier props and accessories – all created with the athlete in mind.

"We're enthusiastic about yoga's growing popularity among men and athletes of all levels, and with our latest programs we can continue to share the unique experience of yoga with this new audience," said Susan Haney, SVP of Marketing at Gaiam. "Kent is one of the top yoga trainers in the industry; by bringing him together with incredible athletes like Giancarlo Stanton and Jermaine Jones, we hope to continue to extend yoga's reach, influence and impact in the athletic world."

Gaiam's Athletic Yoga programs are available digitally and on DVD at GameOnYoga.com, iTunes and Amazon.

About GAIAM

Gaiam, 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, and e-commerce, Gaiam is dedicated to making yoga, fitness and wellness accessible to all. Gaiam TV is a global digital subscription service with 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 Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Kent Katich

For the past 18 years, Kent Katich has been implementing yoga training into athletic programs throughout the country. Kent had coached some of the best athletes in the world using yoga to improve performance, build total body strength and help injury prevention. Using a dynamic approach, Katich has reshaped the attitudes and training methods of

hundreds of the sporting world's top athletes, including NBA stars Kevin Love and Blake Griffin. Katich has been featured on ESPN, "Inside the NBA," *Men's Journal*, *People* and *Sports & Fitness* magazine.

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Video - <https://www.youtube.com/watch?v=nWXNDCKXLv4>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gaiam-releases-new-athletic-yoga-programs-featuring-mlb-all-star-giancarlo-stanton-and-mls-standout-and-us-mens-soccer-team-member-jermaine-jones-300083303.html>

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