

May 5, 2011



Discovery Communications and Gaiam to Release Eight New Titles on DVD This May

NEW YORK, May 5, 2011 /PRNewswire/ -- Gaiam, Inc., a leading producer of lifestyle media, announced today the release of eight new DVD titles in May: ***Dirty Jobs Collection 7; American Chopper Senior vs. Junior; Pirates! Scourge of the Seven Seas; Dinosaurs: Extreme Survivors; Bad Universe; The Fabulous Beekman Boys; America's Cutest Dog; and Science of War Collection*** under its exclusive home video license agreement with Discovery Communications.

Discovery Channel's ***Dirty Jobs with Mike Rowe Collection 7:***

Dirty Jobs with Mike Rowe Collection 7 follows Mike Rowe as he takes on the dirty work of a Chicken Buster and other putrid professions. In this collection Mike becomes a worm grunter and exotic nanny, the later for which he babysits kangaroos and camels. No matter how grimy, grungy or gruesome there's no task Mike Rowe can't handle. This two-disc DVD set includes 10 episodes with a run time of 430 minutes and carries a SRP of \$19.98. **Street date:** May 3, 2011.

Discovery Channel's ***American Chopper: Senior vs. Junior:***

Once an unstoppable team, the Teutul men are going head-to-head in ***American Chopper: Senior vs. Junior***. After a bitter family battle, Paul Jr. has split from Orange County Choppers (OCC), the shop that he helped Paul Sr. build, and he's taking all of their best bike builders and designers with him. Watch the fireworks of this family feud when Junior opens *Paul Jr. Designs* and becomes the OCC's direct competitor. Will OCC remain the king of custom bike building or will *Paul Jr. Designs* take the throne? This two-disc DVD set includes eight episodes with a run time of 365 minutes and carries a SRP of \$19.98. **Street date:** May 31, 2011.

Discovery Channel's ***Pirates! Scourge of the Seven Seas:***

Pirates! Scourge of the Seven Seas gives viewers a look into the lives of real life pirates. Set sail with Blackbeard and Captain Kidd to uncover the legends surrounding these infamous pirates. Many of these treacherous treasons are more dangerous than you know and more eccentric than their stories suggest. Two bonus episodes, *Treasure Hunters: Secrets of Cocos Island* and *Treasure Hunters: The Voyage of Captain Kidd*, round out this exciting DVD set, which has a run time of 147 minutes and carries a SRP of \$14.98. **Street date:** May 3, 2011.

Discovery Channel's ***Dinosaurs: Extreme Survivors:***

Dinosaurs: Extreme Survivors uncovers the secrets of what made dinosaurs such an

incredible survival story. After millions of years of evolution, dinosaurs' bodies were able to adapt to their surroundings in ways that fascinate us to this day. Explore the anatomical secrets that let dinosaurs endure more than 100 years of life. This DVD includes three extreme programs and bonus deleted scenes with a run time of 189 minutes and carries a SRP of \$14.98. **Street date:** May 10, 2011.

Discovery Channel's *Bad Universe*:

Bad Universe premiered in August 2010 and now Discovery Channel releases three episodes, *Asteroid Apocalypse*, *Alien Attack!* and *Death Stars* on DVD this May. Join "Bad Astronomer," Phil Plait as he investigates the possibility of an asteroid disaster, alien invasions and a Hypernova threat to Earth. This DVD includes three episodes with a run time of 129 minutes and carries a SRP of \$14.98. **Street date:** May 31, 2011.

Planet Green's *The Fabulous Beekman Boys*:

Add one part romance, two parts successful city boys, one too many farm animals and peculiar neighbors and you have the inspiring adventure of city-slicker New Yorkers Brent and Josh, in ***The Fabulous Beekman Boys***. The boys attempt to establish a new organic lifestyle brand while reviving a farm on a sprawling estate in upstate New York. Despite the conflicts that arise as Brent takes on the farm full time and Josh lives and works in the city to fund their new project, they still find the tenacity and spirit to make it work. This DVD includes all 10 episodes of season one with a run time of 220 minutes and carries a SRP of \$14.98. **Street date:** May 31, 2011.

Animal Planet's *America's Cutest Dog*:

Countdown the cutest clips on the internet with ***America's Cutest Dog***. Check out the cutest puppies while also uncovering the answers to common dog-related questions such as, "do dogs really have the ability to master the spoken word?" and "why are we attracted to dogs that are so ugly it makes them cute?" Overdose on cuteness with two episodes of America's Cutest Dog plus America's Cutest Cat and a bonus episode of the World's Ugliest Dog Competition. This DVD has a run time of 172 minutes and carries a SRP of \$14.98. **Street date:** May 3, 2011.

Military Channel's *Science of War*:

Science of War provides a first look at one of the most distinguished and concealed research facilities on the planet, the Soldiers System Center (SSC) in Natick, Massachusetts. This program explores the unique research they use to develop the most technologically advanced weaponry of modern-day warfare. Experience first-hand how the SSC devises superior arsenal to equip the most advanced fighting force in the world. This DVD includes three episodes with a run time of 129 minutes and carries a SRP of \$14.98. **Street date:** May 10, 2011.

These new releases will be available wherever DVDs are sold, including online at Amazon.com.

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 over 200 countries. 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 67,000 retail doors, over 12,500 store within stores, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for the many facets of 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 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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SOURCE Gaiam, Inc.