

### **Billy's BootCamp Ranked #3 in Dentsu's Top 10 Hit Products for 2007**

**NAGOYA, Japan** – November 8th, 2007. Dentsu's "Top 10 hit products for the first half of 2007" were announced on October 27th. The number one product category was "large, flat screen TV sets". Number two was "new home video games." Overall, digital-related products dominated the results.

Although this research does not disclose the names of makers and brands, new popular home video game products such as Nintendo Wii and Sony Entertainment's Playstation 3 clearly boosted the popularity of gaming consoles and software and expanded the market.

On the list is the direct marketing product "Billy's BootCamp," a military training styled exercise DVD which ranked number 3.

Although "Flat screen TVs" and "home video games" are released from plural manufacturers, "Billy's BootCamp" positioned itself at a high mark (3rd) by its own, which shows its strong and wide popularity in the Japanese market.

The research was implemented in August as part of Dentsu's bi-monthly consumers' behavior survey. The researched was implemented with about 650 men and women aged around 18 to 69 years old in the Tokyo area.

#### **Dentsu's Rankings of Hit Products for the First Half of 2007**

1. Flat screen TV (liquid monitor, terrestrial digital media broadcasting adapted TV, etc.)
2. New home video games
3. "Billy's BootCamp"
4. Horse riding type health machines
5. High-performance portable video games
6. Mobile phone number portability systems
7. Electric money for transportation systems
8. Mobile type digital AV players
9. Plastic made sandals
10. Game software for memory and knowledge training purposes

\*Dentsu is the largest advertising and marketing agency in Japan.

Article is translated from Dentsu's Japanese language news release

**About Billy's BootCamp** – Billy's BootCamp is the most popular exercise DVD program in Japan and is sold exclusively by Oak Lawn Marketing, Inc. through various sales channels. Hosted by the charismatic American fitness guru and actor Billy Blanks, the military style training program has resonated with the fitness and health conscious Japanese consumer. Since rolling out the fully localized Japanese version of the Billy's BootCamp infomercial, Oak Lawn Marketing and U.S. partner, Denver based GAIAM Inc., have worked together to strengthen and develop the Billy Blanks and Billy's BootCamp brands in Japan.

**About Oak Lawn Marketing** - Oak Lawn Marketing, Inc. is a branding and media company headquartered in Nagoya, Japan with global operations in Europe, China and the United States. OLM is the largest infomercial company in Japan and its strategy for growth is encompassed by its focus on 'Four Converging Circles of Success - Media, Product, Brand and Entertainment'. Currently the company has over 750 employees in Japan with offices in Nagoya, Tokyo, Osaka and Sapporo. OLM also has over 50 employees worldwide working at quality control offices in Shenzhen and Shanghai, at Global Infomercial Services located in Chicago and at the Vector offices located in London and Frankfurt.

**About GAIAM** - Gaiam, Inc. (Nasdaq:GAIA) is a lifestyle-media company catering to people who value personal development, natural health, environmental responsibility and inspirational media. Gaiam has earned its place as the market leader with award-winning mind-body health programs, the highest-quality certified 100% organic cotton furnishings and apparel, renewable energy solutions and more.

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