

***Shop Japan start accepting orders for sequel to the sensational hit exercise DVD program “Billy’s BootCamp Elite”***

**NAGOYA, Japan** – December 10th, 2007. Oak Lawn Marketing, Inc. (Nagoya, Japan) to start accepting orders for “Billy’s BootCamp Elite”, the sequel to the sensational hit exercise DVD program “Billy’s BootCamp”, at the official web community site “[www.billy-blanks.net](http://www.billy-blanks.net)” from December 14<sup>th</sup>, 2007.

Following Billy’s BootCamp, which sold 1.5 million sets in Japan, Billy’s BootCamp Elite comprises of 4 exercise programs and the DVD also includes private training footage of Billy and Shellie and event footage from “Billy in Tokyo 2007 Summer” held at Tokyo Prism Hall in June. Oak Lawn Marketing believes that users of Billy’s BootCamp can enjoy the new content which Billy’s BootCamp Elite offers. Features include the ability to choose from the original English version or the Japanese dubbed version, and the new dumbbell style Billy Bands are equipped with a removable weight to allow for more intense exercise.

**Details are as follows:**

Start of reservations: December 14th, 2007

Expected start of sale: End of December, 2007

Price: ¥14,700 (tax included)

**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.

**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.

For further information, please contact  
PR, Corporate Planning Section, Oak Lawn Marketing  
TEL: +81-52-308-5826