

Total Sales of Shop Japan's Most Popular Exercise Product Ever Reach 1.5 million Units

NAGOYA, Japan – November 16th, 2007. Oak Lawn Marketing, Inc. (Nagoya, Japan), a DRTV marketing corporation based in central Japan has disclosed that as of the end of September 2007, the DVD series *Billy's BootCamp* has surpassed 1.5 million units sold. This is the most popular exercise DVD program ever released in Japan and is sold exclusively by Oak Lawn Marketing, Inc. through television, internet and other sales channels. Hosted by the charismatic American fitness guru and actor Billy Blanks, the military-style training program has resonated strongly with the fitness and health conscious Japanese consumer. Since rolling out the Japanese version of the *Billy's BootCamp* infomercial, Oak Lawn Marketing and, Denver, Colorado based GAIAM Inc., have worked together to strengthen and develop the Billy Blanks image and *Billy's BootCamp* brands in Japan.

On October 1st, 2007, the product's official website "www.BillyBlanks.net" was launched. The site was developed as a unique social networking web community with daily content where members can continue their Billy Blanks fitness programs. Website members are also able to exchange and schedule with each other, plan individual exercise schedules and watch extra video footage with inspirational messages from Billy Blanks and his team. In late 2007 and throughout 2008 Oak Lawn Marketing and Gaiam will be releasing many new and exciting fitness DVDs into the Japanese marketplace.

Oak Lawn Marketing strives to provide high quality products and service to enrich and enhance our customer's lifestyles.

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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