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Kohl's Expands Active Assortment with Exclusive Collection from Leading Yoga Brand Gaiam

MENOMONEE FALLS, Wis., April 23, 2015 –[Kohl's Department Stores](http://Kohls.com) (NYSE: KSS) today announced an exclusive Gaiam® women's apparel collection that is now available at Kohl's stores nationwide and Kohls.com. Gaiam (Nasdaq: GAIA), a leading innovator in yoga, fitness and well-being, joins Kohl's growing powerhouse of national active and wellness brands. The new one-of-a-kind Gaiam apparel line balances comfort and style with stay-put designs in yoga specific fabrications, including hoodies, graphic tops, dresses, skirts, bras, leggings and more, all under \$75.

"Our goal is to make it easy and affordable for families to bring wellness into their busy lives," said Michelle Gass, Kohl's chief customer officer. "We know that more than 20 million people practice yoga but that millions more would if they knew where to start. Through our partnership with Gaiam, we are making yoga more approachable and accessible -- offering everything from soft, breathable clothing and technical gear to inspiring instructional videos for all levels of experience."

Coinciding with the launch, Kohl's and Gaiam have partnered with the popular duo, Two Fit Moms, yoga instructors and wellness advocates who are committed to making yoga accessible to people of all fitness levels. These two moms, Laura Kasperzak and Masumi Goldman have lent their expertise to help perfect the fit, style and performance of the pieces in the collection.

"It's truly the winning trifecta," said Lynn Powers, chief executive officer at Gaiam. "Kohl's, Gaiam and Two Fit Moms are about empowering people to discover their best self – to be healthier and happier. We couldn't be more excited about the possibilities."

Kohl's is bringing the exclusive Gaiam collection to life through activities that will motivate and inspire more customers to try yoga. To launch the collection, Kohl's hosted an innovative amped-up yoga session taught by Two Fit Moms, with music by DJ Hannah Bronfman, in New York City's High Line Park. The park was transformed into a colorful and vibrant yoga studio and more than 100 yogis of all ages and abilities participated in the class.

The Two Fit Moms took over Kohl's Instagram account, co-hosted a Twitter Chat with FitFluentia, a leading blogger network of highly influential fitness enthusiasts and created a video series for Kohl's YouTube channel to further promote the collection. Additionally, customers can receive a Gaiam produced Two Fit Moms Yoga Basics DVD with the purchase of any two Gaiam misses' apparel items in Kohl's stores only and for a limited time, while supplies last.

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,164 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to its communities, Kohl's has raised more than \$274 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For

additional information about Kohl's philanthropic and environmental initiatives, visit www.Kohls.com/Cares. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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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 TWO FIT MOMS

Two Fit Moms is a joint collaboration between Laura and Masumi, two 37-year old mothers with the common goal of staying healthy and fit. With yoga and nutrition, Laura and Masumi have discovered that they CAN turn back the hands of time and be strong, fit and healthy at any age. As long-time friends (Laura and Masumi met as freshmen in high school), it has always been a dream to start a business together. Through yoga, Laura and Masumi have found the common thread to make this dream a reality. Together, they attended yoga teacher training to become certified instructors, and they currently offer weekly, affordable classes, occasional workshops, and are featured instructors in Gaiam's digital [Yoga Rising Series](#).

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