



ENTERTAINMENT

FOR IMMEDIATE RELEASE

**GAIAM VIVENDI ENTERTAINMENT PARTNERS WITH
REVERENCE GOSPEL MEDIA FOR RELEASE OF
*I'M IN LOVE WITH A CHURCH GIRL***

Ja Rule And Adrienne Bailon Star In Faith Based Urban Love Story

NEW YORK, May 28, 2013 – Gaiam Vivendi Entertainment (GVE), a leading distributor of entertainment and lifestyle media, and Reverence Gospel Media (RGM) today announced a new distribution partnership timed to the upcoming home entertainment release of *I'm In Love With A Church Girl*, an urban faith-based drama starring acclaimed musical artist Ja Rule (*The Fast and the Furious*, *Scary Movie 3*) and Adrienne Bailon (TV's "The Cheetah Girls," formerly lead vocalist of R&B group 3LW). The all-star cast is rounded out by Stephen Baldwin (*The Usual Suspects*, *Born on the 4th of July*), Vincent Pastore (TV's "The Sopranos," *Revolver*), Christian hip-hop artist TobyMac, T-Bone and Michael Madsen (*Reservoir Dogs*, *Kill Bill Vol. 1 & 2*).

The release marks the feature film debut of the RGM production shingle, founded by ordained pastor and musician Galley Molina and Grammy winner Israel Houghton, worship leader at Houston's Lakewood Church (pastored by Joel Osteen) and five-time Grammy winner who took home his most recent award in 2013 when "Your Presence Is Heaven" was named Best Contemporary Christian Music Song, to develop and produce faith-based films, music, live concerts and other media for a broad commercial audience. The partnership between GVE and RGM covers all US ancillary rights following its fourth quarter 2013 theatrical run.

“We are delighted to forge this new partnership with Reverence Gospel Media,” said Bill Sondheim, President of Gaiam Vivendi Entertainment. “The audience for faith-based films and other media is significant and growing, and we look forward to using our home entertainment acumen to bring their work to as wide an audience as possible.”

“Gaiam Vivendi’s reputation in the home entertainment space is unmatched,” said Galley Molina, Founder and CEO of RGM. “We are excited to welcome them to the RGM family, and to continue to foster a long and mutually beneficial partnership.”

About Gaiam Vivendi Entertainment

Gaiam Vivendi Entertainment, a leading producer, distributor and marketer of entertainment and lifestyle media, is a subsidiary of Gaiam, Inc. (Nasdaq: GAIA). With a diversified distribution network that spans more than 60,000 retail doors as well as an extensive digital platform, the company dominates the health and fitness category and ranks among the top three providers of non-theatrical programming. With content focused on film, fitness, sports and family programming, Gaiam Vivendi Entertainment provides sales, marketing and distribution services to many of the home entertainment industry’s most prestigious brands, including Discovery Communications, Hallmark Channel, Jillian Michaels, NFL Films, National Geographic, Marvel Animation, Shout Factory, Televisa, and World Wrestling Entertainment.

For more information about Gaiam Vivendi Entertainment, call 1.800.869.3603.

ABOUT REVERENCE GOSPEL MEDIA

RGM is a boutique film production company dedicated to providing commercial faith based films for a worldwide audience. The company has a mandate to create entertainment that is both commercially viable and socially responsible and is poised to serve as a top-tier supplier of commercial projects for both the studios and major independent distributors worldwide. RGM intends to produce 2-3 films a year, with budgets under \$20 million. For more information, visit www.rgmusa.com.

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