

Muse by InteraXon and Gaiam Announce Retail Partnership to Deliver Brain Training and Stress-Reduction to Yoga Enthusiasts

Muse: the brain sensing headband now available for purchase exclusively on Gaiam.com through October 31, 2014

TORONTO, ON, August 15, 2014 – Muse: the brain sensing headband today launched its first online retail partnership with Gaiam, the leading yoga, fitness and healthy lifestyle brand. The Muse headband is available for sale in the United States for \$299.00 in black at Gaiam.com, Amazon.com and meetmuse.com now through October 31, 2014.

Muse, developed by InteraXon, is a brain fitness tool that detects and measures your brain activity while you are taken through guided focused-attention training designed to help you manage stress, increase focus and enhance composure. Your brain signals are translated into real-time feedback on your tablet or smart phone via Bluetooth so you can understand how well you perform each time. The product has been successfully selling direct-to-consumer through the proprietary online shop on ChooseMuse.com.

“Teaming up with Gaiam was a natural fit,” says Ariel Garten, Co-founder and CEO of InteraXon. “They understand the mind-body connection and the incredible impact a stressed mind can have on the body, no matter how physically fit. We are thrilled to have them as part of the Muse family.”

The partnership between Muse and Gaiam will seamlessly unite mental and physical wellness for yoga-minded consumers who are looking for a well-rounded approach to reducing stress.

“We are equally excited to expand our product portfolio in the wearable space with a device that takes our customers' yoga and meditation practice to the next level,” says Cyd Crouse, COO of Gaiam. “We value bringing our customers exclusive, new products that complement the healthy lifestyle they work hard to achieve.”

InteraXon, creators of Muse, will continue to sell Muse devices globally in both black and white, as well as the handy protective carrying case on ChooseMuse.com.

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About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of over 40,000 retail doors, close to 15,000 store within stores, 5,000 category management locations, along with e-commerce and digital subscriptions platforms, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About InteraXon

Founded in 2007, InteraXon is a Toronto-based company and innovator in the emerging field of brainwave controlled technology, designing meaningful and transformational experiences from a levitating chair to a thought controlled beer tap. Thousands of people have experienced InteraXon's brain sensing experiences, and it continues to grow.

InteraXon has worked with top-tier packaged goods, transportation and tech companies, providing brain sensing customer engagement programs and promotions. During the 2010 Vancouver Olympics, InteraXon allowed visitors to control the lights on Niagara Falls, the CN Tower and Canada's Parliament buildings with the power of their minds from over 2000 miles away.

Focused on making the technology accessible, affordable and an integral part of people's everyday lives, InteraXon is committed to bringing awareness and understanding to the scale and scope of possibilities within brain sensing technology and the impact it will have globally as it becomes more market-viable. Their first consumer offering is Muse: the brain sensing headband. Muse is a brain fitness tool that detects and measures your brain activity while guided through focused-attention sessions designed to help you manage stress, increase focus, improve EQ and productivity, and enhance composure.