



For Immediate Release:

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**Curves International and Publicis in Mid-America
Win Gold EFFIE® Award**

New York AMA honors "The Power to Amaze" campaign for effectiveness

New York, NY — June 8, 2004 — Before a sellout crowd of 1100 gathered at the Marriott Marquis, Curves International Inc. and its agency of record, Publicis in Mid-America (Dallas), were awarded a gold EFFIE for effectiveness and creative achievement in the Retail/Etail Specialized category. EFFIE is recognized as the most significant award in the industry because it honors the one truly significant achievement in advertising: *Results*.

The New York American Marketing Association first introduced the awards in 1968 to recognize the "real world" work of the agency/client partnership, and to honor campaigns that deliver superior results in meeting the objectives they were designed to achieve.

Curves' co-founder Diane Heavin worked closely with Publicis on "The Power to Amaze" campaign. "We created this campaign to inspire women who had tried and failed at every weight-loss fad imaginable to dare to hope again, and to pick up the phone and call Curves," she said. "We did this by showing that Curves is not just another gym, but a supportive community where women help each other achieve their goals."

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Curves Wins EFFIE

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The campaign was so successful that it exceeded all measurement metrics by at least 200 percent, according to Curves' Marketing Director Mike Raymond.

"We're pleased that the advertising for Curves has been honored with this prestigious award," said Raymond. We'd also like to express our gratitude to our partners, Publicis in Mid-America, for their dedication and excellent work on our behalf."

Entries are judged by a blue-ribbon panel comprised of top marketing and advertising management, research, and creative executives. By the time an EFFIE entry has reached the winner's circle, it has survived two rounds of thorough evaluation by more than 300 marketing and advertising executives.

"It's truly an honor to win this award," said Heavin, "but the real success story here is that the campaign was effective, which means that more and more women are getting healthy and committing to fitness. No award will ever outshine that."

About Curves

Curves offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Curves also offers a weight management program featuring a groundbreaking, scientifically proven method to raise metabolic rate and end the need for perpetual dieting. Gary Heavin, Curves' Founder and CEO, is the author of several books, including *The New York Times* Best-Sellers "Curves: Permanent Results Without Permanent Dieting" and "Curves On the Go." With thousands of locations and millions of members worldwide, Curves is the world's largest fitness center franchise and the fastest growing franchise in history. For more information, please visit: www.curvesinternational.com.

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