



For Immediate Release

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**For The First Time,
Curves Offers Weight Management Program to Non-Members
*Classes begin September 12***

WACO, TEXAS – August 23, 2005 – Curves, the world's fastest growing fitness franchise, today announced the launch of its new 6 Week Solution weight management classes in the U.S. and Canada. Classes begin September 12, and for the first time are open to members as well as non-members of Curves.

"I am really excited to offer my revolutionary weight management program to *all* women, not just Curves members," said Curves founder and CEO Gary Heavin. "The classes provide the support and structure most women need to help them lose weight and keep it off. We're with you every step of the way"

New national television ads, entitled "Fat Pants," launched August 22 to promote the 6 Week Solution.

The cost of the program is \$69 in the contiguous U.S. and \$99 in Alaska, Hawaii, and Canada, and includes weekly classes, a copy of the new, more robust Member Guide (with expanded shopping lists, new recipes, and more), a tote bag, canister of chocolate or vanilla protein shake, multivitamin supplement, and the Curves motivational CD series.

The new 6 Week Solution includes modifications based on the results of an ongoing 5-year study of the efficacy of the Curves program conducted by researchers at Baylor University.

Sign-ups for the 6 Week Solution are underway at all participating Curves locations.

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.curves.com.

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