



For Immediate Release

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**CURVES PARTNERS WITH AMERICAN WHOLEHEALTH NETWORK
Members in 31 states will have a significant portion of their dues paid**

WACO, TEXAS – November 28, 2005 – Curves International Inc., the world’s largest franchisor of fitness clubs, announced today it has partnered with American WholeHealth Network (AWHN), the nation’s largest complementary health and wellness company, to be the premier fitness provider for their covered benefit package. At a time when companies are spending billions of dollars on obesity-related health care and claims costs, this partnership will give millions of American women access to a wellness program to improve their lives through exercise while helping motivate them to achieve their individual health and wellness goals.

Under this wellness program, which will initially be available in 31 states, a significant portion of the cost of the monthly gym membership fee will be covered by the health plan. Insured members will have access to the Curves fitness network of more than 8000 clubs throughout the United States.

“This alliance with American WholeHealth Networks, Inc. is consistent with our strategic objective of encouraging Americans to embrace wellness and to take a proactive stance in managing their health,” said Gary Heavin, founder and CEO of Curves International.

“We’re pleased to announce a relationship with a partner of the stature of American WholeHealth Networks, Inc.”

Bill Lubin, president and CEO of American WholeHealth Networks, Inc. commented, “This partnership is important for both companies. American WholeHealth is proud to partner with Curves International, the largest fitness franchisor in the world. We look forward to the new business opportunities this partnership brings for both organizations.”

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About Curves International, Inc.

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 fastest growing franchise, as listed in the 2005 *Entrepreneur* Franchise 500. For more information, please visit www.curves.com.

About American WholeHealth Networks, Inc.

American WholeHealth Networks, Inc., an Axia Health Management Company, is the nation's largest complementary health and wellness company, dedicated to serving more than 47 million patients through collaborative relationships with health plans and more than 30,000 providers nationwide. The company's network consists of more than 35 CAM specialties, including Chiropractic, Acupuncture, Massage Therapy, and Nutritional Counseling, as well as Personal Trainers, Yoga, and Pilates Instructors, Mind/Body Therapies, Spas, Fitness Centers, and more. AWHN supports consumers via its award-winning, educational site WholeHealthMD.com. Network participants are supported through WholeHealthPro.com, a professional website that helps practitioners better serve their patients and improve their business. For more information about American WholeHealth Networks, visit www.americanwholehealth.com.

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