



For Immediate Release

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Curves and Avon: A Winning Health and Beauty Combination

Curves Partners with Avon to Help Women Look and Feel Their Best

Waco, TX — November 15, 2004 — Curves, the world's largest fitness center franchise, and **Avon**, the world's leading direct seller of beauty and related products, have formed a partnership to create exclusive Curves products for women. United by a shared commitment to supporting women and health, the companies have created a line of fitness products that will help women achieve a healthier lifestyle.

"Our goal is to help women regain their health and beauty, said Diane Heavin, Curves co-founder. "Curves not only offers a successful approach to fitness and weight management, but a community of support that our members have created for themselves. These fun, functional products will help them continue to achieve results."

Beginning in January 2005, a select group of Curves-branded products will appear exclusively in Avon catalogs that are distributed to 20 million households every two weeks, and will be available through Avon Representatives in the U.S. and Canada.

"We know relationships between women are the foundation of Avon's business. They're also the foundation of ours. Through our exciting new partnership with Avon, we hope to introduce the Curves ideals to the millions of American and Canadian Avon consumers," said Heavin.

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Inaugural Curves products include:

- **Curves™ Heart Rate Monitor Watch** – An attractive sports watch that checks heart rate during workouts, sets a daily calorie target and tracks calories burned. (\$29.99)
- **Curves™ Fitness Pedometer** – Easy-to-use pedometer that tracks steps and distance, and can be worn discreetly under clothes. (\$12.99)
- **Curves™ Flexibility Mat** – A portable exercise mat great for exercising on the go. Printed directly on the mat are 12 Curves stretching exercises. (\$19.99)
- **Curves™ Thermal Waist Trimmer** – Elastic support band provides lower back support and helps shed water around midsection during exercise. (\$9.99)
- **Curves™ Free Foods On the Go** – The three-compartment lunch box helps keep track of proteins, carbs, etc., and insulates to keep food cold. Microwave and dishwasher safe. (\$12.99)

“With Curves’ social fitness approach and Avon’s social sales environment, both companies understand the busy lives of today’s women and create supportive communities and products to fulfill their needs,” said Ellen Slicklen, Director, beComing and Wellness. “Our partnership with Curves is a perfect fit for Avon’s growing Wellness category.”

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About Avon

Avon is the world's leading direct seller of beauty and related products, with \$6.8 billion in annual revenues. Avon markets to women around the world through 4.4 million independent sales Representatives. Avon product lines include such recognizable brand names as *Avon Color*, *Anew*, *Skin-So-Soft*, *Avon Solutions*, *Advance Techniques Hair Care*, *Avon Naturals*, *Mark*, and *Avon Wellness*. Avon also markets an extensive line of fashion jewelry and apparel. More information about Avon and its products can be found on the company's web site www.avon.com.

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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