



For Immediate Release

Media Contact:

Becky Frusher

800-848-1096 ext 2502

Curves Named Fastest Growing Franchise of 2004

Entrepreneur Magazine's 2005 Franchise 500®

WACO, TEXAS — December 15, 2004 — Curves, the world's largest chain of fitness and weight loss centers, today announced it has been named the No. 1 Fastest Growing Franchise (with 1,982 clubs opened) in the January 2005 edition of Entrepreneur magazine's 26th Annual Franchise 500. Curves also ranked as the No. 1 Fitness Franchise and the No. 1 Low-Cost Franchise.

Curves also retained its ranking as the No. 2 franchise overall. This means that Curves ranked second or better in every category in which it was eligible to be judged.

"We know how successful Curves is based on the numbers of women that our franchisees have helped—more than four million worldwide—as well as helping themselves and their families," said founder and CEO Gary Heavin. "But it's nice to be publicly acknowledged as the best of the best by Entrepreneur magazine."

Franchise rankings are based on numerous factors, including financial strength and stability, growth rate, number of years in business and length of time franchising, and startup costs. An independent CPA firm audits financial data, and the franchises with the highest scores become the Franchise 500.

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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 breakthrough, 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."

Curves franchises are 100-percent independently owned and operated. With more than 8500 locations and 4 million members worldwide, Curves is the world's largest fitness center franchise. For more information and to find the Curves nearest you, please visit: www.curvesinternational.com.

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