



BIOGRAPHY

Gary Heavin, Founder & CEO

Diane Heavin, Founder, Publisher of *diane*, *The Curves Magazine*
Curves International, Inc.

Gary and Diane Heavin are the founders of the world's largest fitness franchise company. With more than 10,000 centers worldwide and more than 4 million members, Curves is the fastest growing franchise in history. In January 2006, Entrepreneur magazine ranked Curves the No. 3 franchise overall, the No. 5 fastest growing franchise, the No. 1 low cost franchise and the No. 1 fitness franchise. In October 2006, Franchise Times ranked Curves as the sixth largest franchise company in the U.S. and the ninth largest franchise company in the world.

Curves represents 27 percent of all health clubs in the U.S and Canada, and is the largest fitness center chain in those countries as well as in Australia, the UK, Mexico, Spain, Ireland, Brazil, New Zealand, Cyprus, Costa Rica, Chile, Japan, and Ecuador. Through Curves franchises, Gary and Diane have created entrepreneurial opportunities for 10,000 people—90 percent of whom are women. Through the franchises, they've also created employment for an additional 30,000 women.

Gary was born March 3, 1955, in Houston, Texas. In 1976, having completed three years toward a pre-med degree, Gary recognized a need and an opportunity to help prevent deteriorating health and potential illness by caring for people through proper fitness. At the age of 20, he acquired a failing fitness center in Houston, Texas and turned it into a thriving business. At the age of 25, Gary owned six successful women's only fitness facilities and provided weight loss guidance to thousands of women through group meetings. By the age of 30, he had built a fitness center chain numbering 17 locations, but lost it all through too-rapid expansion.

Diane was born on September 21, 1961, in Monroe, New York. She spent summers at her grandparent's home in upstate New York—climbing Stissing Mountain, swimming, bicycling, picking fresh vegetables, and gardening. Her grandmother was devoted to exercise and taught Diane the value of fitness and proper nutrition. Prior to Curves, Diane spent 10 years in newspaper advertising.

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In 1992, Gary and Diane opened the first Curves in Harlingen, Texas. In 1995, the first Curves franchise opened in Paris, Texas. By 2003, there were more than 6,000 Curves locations across the nation, a feat that took McDonald's 25 years and Subway 26 years to accomplish. In 2006, the company opened its ten-thousandth location in Paris, France.

As Gary rebuilt his business and his personal life, he applied many lessons that he learned from both his successes and failures, including many biblical principles for which he credits the continuing success of Curves. He also discovered that he had been subconsciously scanning the groups of women that he addressed, looking for his late mother, Doris Heavin. When he was 13, Gary and his younger brothers awoke late for school one morning to find that she had died in her sleep at the age of 40. Struggling with weight issues and other emotional and physical problems for most of her life, doctors had prescribed medications that had little or no effect. Gary always felt that the high blood pressure that contributed to the stroke that took her life was avoidable with diet and exercise.

Diane oversees the marketing, advertising, and products divisions of Curves. She has taken Curves' advertising from bi-monthly ad packs mailed to franchisees to award-winning national television commercials, print campaigns, and a sophisticated online do-it-yourself print ad creator. In March 2004, Diane launched the award-winning **diane**, *The Curves Magazine*, which is currently available only in Curves franchises and has a circulation of 1.35 million. In November 2005, Diane introduced the new Curves high-fashion retail line, *Curvaceous, The Curves Collection*. She has appeared in a milk moustache ad in *Shape, Fitness, and Health* magazines, has been featured in *Woman's Day* magazine, and on the television programs "Colorado Sportswomen" and "Aspiring Women." In 2006, Diane was named the Texas Businesswoman of the Year.

Gary has appeared on "The CBS Early Show," "The Today Show" on NBC, "The 700 Club," "CNN Headline News," "Fox News," and other popular TV programs. He has been featured in *The Wall Street Journal*, *Time* magazine, *The New York Times*, *The Boston Globe Sunday Magazine*, *Parade Magazine*, *Kiplinger's Personal Finance*, *Business 2.0*, *Woman's World, Inc.* magazine, and countless other U.S. and international publications.

Gary's book, *Permanent Results Without Permanent Dieting*, has more than one million copies in print. His phenomenal bestseller, *Curves*, spent more than two months on the *New York Times* bestseller list and launched its first paperback printing in January 2005. His most recent New York Times bestseller, *Curves on the Go*, is the companion to *Curves*. He is the author of six books on fitness and nutrition.

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In 2002, Gary received a Bachelor of Science degree in Health and Nutrition Counseling from Thomas Edison State College (TESC). In 2004, TESC bestowed on him the honorary degree of Doctor of Humane Letters.

In April 2004 Gary was honored with the first-ever International Health, Racquet & Sportsclub Association (IHRSA) Visionary of the Year award for bringing fitness to a market that was not being served, creating a new market, and making it possible for millions of women that had not been exercising to begin. In June 2004 he was named Ernst & Young's Entrepreneur of the Year for the Southwest region. In November 2004, he went on to win the Ernst & Young Entrepreneur of the Year award at the national level in the services category, making it the first time in the history of this prestigious competition that a health and fitness operator has been so honored.

Gary enjoys aviation and has his pilot rating for a variety of aircraft. He flies his own jet and helicopter, and is a two-time Texas State Hot Air Balloon Champion. In 2002, he began an annual balloon race in Waco, Texas; the Curves Balloon Classic, which features the best balloonists from around the world and includes a Christian concert and balloon glow that is free to the community. More than 30,000 people attend the annual event.

The Heavins are among the largest philanthropists in Central Texas, providing funding for healthcare and health education for women, family abuse prevention, adoption services, and more. They model corporate giving with the annual Curves Food Drive, which in 2006 raised more than 11 million pounds of food for the hungry, as well as with a Charity Match program that encourages franchise owners to give back to their communities.

The Heavins live on a ranch outside Waco with their daughter, Shilah, their extended family, and a variety of pets.

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