



**For Immediate Release**

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**HABITAT FOR HUMANITY RECEIVES \$1 MILLION  
FOR HURRICANE RELIEF FROM CURVES  
Other Gulf Coast Agencies Receive \$90,000**

**WACO, TEXAS – December 29, 2005** – Curves International Inc., the world’s tenth largest franchise company, announced today it has donated \$1 million to Habitat for Humanity for home building projects to benefit Gulf Coast hurricane victims. Six other Gulf Coast agencies that were identified by area Curves franchisees as having made a real impact on local hurricane relief efforts received a total of \$90,000 in additional donations. Last month, Curves partnered with its franchisees and members to donate \$2 million to Gulf Coast hurricane relief in the wake of hurricanes Katrina and Rita. Recipients included the Salvation Army and the American Red Cross, who each received a check for \$1 million.

Curves founders Gary and Diane Heavin announced shortly after hurricane Katrina hit that they would match donations up to \$1,000 per club from their Curves franchisees. More than 2,700 Curves franchises from 8 different countries responded by collecting and donating just under \$1.5 million. The Heavins matched that and more, bringing the total to almost \$3.1 million.

Twenty-two Gulf Coast Habitat for Humanity agencies in areas hardest hit by hurricanes Katrina and Rita, including agencies in Texas, Louisiana, Alabama, and Mississippi, split the \$1 million.

“We’d heard about all the good that Habitat for Humanity is doing for hurricane victims, said Curves founder and CEO Gary Heavin, “and we knew that providing new homes could absolutely impact lives. Home really is where the heart is, and so many people had the heart ripped out of them by the hurricanes. It feels good to help them get it back.”

Six other agencies, recommended by area Curves owners, benefited from the matching donations. These included Pat’s Coats for Kids in Baton Rouge, LA, \$25,000; The Children’s Bureau of The United Way of New Orleans, \$25,000; Mercy Cross High School in Biloxi, MS, \$25,000; Next Generation in Metairie, LA, \$5,000; Long Beach High School in Long Beach, MS, \$5,000; and Pinelake Baptist Church in Brandon, MS, \$5,000.

## **\$1 Million Hurricane Relief**

Page 2 of 2

### **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 tenth largest franchise company in the world. For more information, please visit:

[www.curves.com](http://www.curves.com).

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