



COMPANY FACT SHEET

CORPORATE HEADQUARTERS:

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KEY EXECUTIVES:

Gary Heavin
Founder, Chief Executive Officer

Diane Heavin
Founder, Publisher of *diane* magazine

Mike Raymond
President

COMPANY MISSION

Strengthening Women.

OVERVIEW:

Gary and Diane Heavin, two committed veterans of the fitness and advertising industries, established the first Curves location in 1992 in Harlingen, Texas. They recognized the need to help prevent deteriorating health and potential illness through proper fitness, and targeted a market that had previously been ignored by the fitness industry; women 35 and up.

Curves franchise operations began in 1995. Franchises are 100-percent independently owned and operated. Curves is the world's largest fitness center franchise and the fastest-growing franchise in history.

Curves is the first facility designed for women to offer 30-minute fitness and commonsense weight loss with the support of a community of women. The Curves workout allows women of all ages and fitness levels to combine strength training with a cardio workout through safe, efficient hydraulic resistance, making it possible to work every major muscle group while keeping the heart rate at a cardio training level.

Curves offers weight management counseling featuring a breakthrough, scientifically proven method to raise metabolic rate and end the need for perpetual dieting. Gary and Diane Heavin are considered the innovators of the express fitness phenomenon that has made exercise available to over 4 million women, many of whom are in the gym for the first time. Gary is the author of numerous books including *The New York Times* bestseller *Curves*, which is revolutionizing America's approach to dieting.



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NUMBER OF FRANCHISES:

10,000 worldwide; 7,800-plus in the U.S. There are about 1.5 Curves for every two McDonald's in the U.S.

FUN FACT:

It took McDonald's 25 years and Subway 26 years to open 6,000 franchises; Curves did it in only 7.

ESTIMATED MEMBERS TO DATE:

More than 4 million, in all 50 states and 44 countries.

HONORS/AWARDS:

2004 *Entrepreneur* magazine Franchise 500

Ranked No. 1 in the Fitness Business category
Ranked No. 1 in the Top Low Cost category
Ranked No. 2 in the Franchise 500 category
Ranked No. 2 in the Fastest Growing category
Ranked No. 2 in the Top Global category

2004 IHRSA Visionary of the Year Award

Gary Heavin, Inaugural Winner

2004 EFFIE® Award for effectiveness in advertising

Curves International and Publicis in Mid-America
“*The Power to Amaze*” campaign

2004 Ernst & Young Entrepreneur of the Year Award

Gary Heavin, Southwest Area

2004 Ernst & Young Entrepreneur of the Year Award

Gary Heavin, National Winner, Services Category

2005 *Entrepreneur* magazine Franchise 500

Ranked No. 1 in the Fitness Business category
Ranked No. 1 in the Top Low Cost category
Ranked No. 1 in the Fastest Growing category
Ranked No. 2 in the Franchise 500 category

2005 *Franchise Times* magazine (Oct. 2005)

Ranked 8th largest franchise company in the U.S.
Ranked 10th largest franchise company in the world
(In total units)

2006 *Entrepreneur* magazine Franchise 500

Ranked No. 1 in the Fitness Business category
Ranked No. 1 in the Top Low Cost category
Ranked No. 5 in the Fastest Growing category
Ranked No. 3 in the Franchise 500 category

2006 Texas Businesswoman of the Year

Diane Heavin



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2006 The Communicator Award of Distinction

diane, *The Curves Magazine* wins The Communicator Award of Distinction for exceeding industry standards in print communication.

2006 National Health Information Awards

diane, *The Curves Magazine* wins 7 National Health Information Awards, which are given to recognize the nation's best consumer health information and programs.

2006 Fortune magazine (Sept. 2006)

Ranked No. 1 Up-and-Coming Brand