



## TIMELINE AND SUCCESS STATISTICS

- 1992** • First Curves for Women center opens in Harlingen, Texas
- 1995** • First Curves for Women franchise center opens in Paris, Texas
- 1996** • Curves grows to 44 locations
- 1997** • 247 Curves locations are open at year's end
- 1998** • Curves more than doubles in size to 537 locations
- 1999** • In January 1999, *Entrepreneur* magazine ranked Curves in its 20<sup>th</sup> annual elite Franchise 500 ranking as: **the No. 1 Best New Franchise, the No. 14 Fastest Growing Franchise and the No. 53 Best Franchise overall**
  - First Curves for Women center opens in Canada
  - Curves has 860 locations
- 2000** • In January 2000, *Entrepreneur* magazine ranked Curves in its 21<sup>st</sup> annual elite Franchise 500 ranking as: **the No. 1 Best New Franchise, the No. 14 Fastest Growing Franchise, and the No. 42 Best Franchise overall**
  - First Curves for Women center opens in Spain
  - Curves grows to 1,258 locations
- 2001** • In January 2001, *Entrepreneur* magazine ranked Curves in its 22<sup>nd</sup> annual elite Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 11 Fastest Growing Franchise, and the No. 24 Best Franchise overall**
  - First Curves for Women center opens in Mexico
  - Curves almost doubles in size to 2,221 locations
  - Curves is named **the world's largest fitness center franchise** by the *Guinness Book of World Records*
- 2002** • In January 2002, *Entrepreneur Magazine* ranked Curves in its 23<sup>rd</sup> annual elite Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 3 Best Franchise overall and No. 3 Fastest Growing Franchise**
  - First Curves for Women centers open in UK and Portugal
  - Curves has 5,000 clubs by year's end

- 2003**
- In January 2003, *Entrepreneur Magazine* ranked Curves in its 24<sup>th</sup> annual elite Franchise 500 ranking as: **the No. 1 Fastest Growing Franchise, the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise and the No. 2 Best Franchise overall**
  - Curves is named the **fastest growing franchise in history** by the *Guinness Book of World Records*
  - Curves receives award from Advertising Women of New York for advertising excellence in representing women
  - First Curves opens in Brazil, Chile, Dominican Republic, Guatemala, Ireland, Italy, New Zealand, Peru, Puerto Rico and the Virgin Islands
  - Curves has 6,733 locations by year's end
- 2004**
- In January 2004, *Entrepreneur Magazine* ranked Curves in its 25<sup>th</sup> annual elite Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise, the No. 2 Fastest Growing Franchise, and the No. 2 Best Franchise overall**
  - Gary Heavin, Curves founder and CEO, awarded the IHRSA (International Health, Racquet and Sportsclub Association) Visionary of the Year award
  - Gary Heavin, Curves founder and CEO, awarded the Ernst & Young National Entrepreneur of The Year in the service industries category.
  - Curves receives a Gold "Effie" Award from the American Marketing Association for advertising effectiveness
  - First Curves opens in Argentina, Australia, Bahamas, Bermuda, Cayman Islands, Columbia, Costa Rica, Cyprus, Ecuador, El Salvador, France, Guam, Honduras, Netherlands and Panama
  - Curves has more than 8,500 locations by year's end
- 2005**
- In January 2005, *Entrepreneur Magazine* ranked Curves in its 26<sup>th</sup> annual elite Franchise 500 ranking as: **the No. 1 Fastest Growing Franchise, the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise, the No. 2 Top Global franchise and the No. 2 Best Franchise overall**
  - In July 2005, Club Business International magazine ranked Curves as **the world's largest club company with over 4,000,000 members, #1 in number of franchises, #1 in five-year unit growth, and #1 in the latest year's (2004) annual unit growth**
  - Curves receives award from Advertising Women of New York for advertising excellence in representing women
  - First Curves opens in Barbados, Bolivia, Germany, Greece, Iceland, Japan, Nicaragua, South Africa and Venezuela.
  - In October 2005, *Franchise Times* ranked Curves the **10<sup>th</sup> largest franchise company in the world and the 8<sup>th</sup> largest franchise company in the U.S. (based on number of franchise units)**
  - Curves is now the largest fitness center chain in such major countries as the US, Canada, Australia, UK, Mexico, Spain, Ireland, Brazil, New Zealand, Cyprus, Costa Rica, Chile and Ecuador
  - Curves has 9,500 locations worldwide by year's end, with one out of every four fitness centers in the U.S. being a Curves.

## 2006

- In January 2006, *Entrepreneur Magazine* ranked Curves in its 27<sup>th</sup> annual elite Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise, the No. 5 Fastest Growing Franchise, the No. 3 Top Global Franchise and the No. 3 Best Franchise overall**
- Diane Heavin is recognized as the Texas Businesswoman of the Year by the Women's Chamber of Commerce of Texas.
- Curves is honored with 5 AWPY awards in the categories of Promotional Print Campaign (In-Club Posters and Magazine) and Television.
- *diane, The Curves Magazine* wins The Communicator Award of Distinction for exceeding industry standards in print communication.
- *diane, The Curves Magazine* wins 7 National Health Information awards, which are given to recognize the nation's best consumer health information and programs.
- In September 2006, *Fortune* magazine ranked Curves as the No. 1 Up-and-Coming Brand.
- First Curves opens in Denmark, Hong Kong, Sweden, Norway, Jamaica and Israel (through Oct 2006)
- **October 10, 2006: Curves celebrates 10,000 clubs open!**