

Curves

News Release

FOR IMMEDIATE RELEASE

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CURVES® RAISED OVER \$2 MILLION FOR CANCER IN 2007

Partnership with American Cancer Society® Benefits Cancer Education, Research and Treatment

WACO, TX – December 18, 2007 – Curves International, the world’s largest fitness club franchisor, today announced that its independently owned and operated franchises in the U.S. raised more than \$2 million for the American Cancer Society in 2007.

During Breast Cancer Awareness Month in October, Curves franchises across the country fielded 428 *Making Strides Against Breast Cancer*® teams with 3,567 walkers. Their combined efforts raised more than \$712,000. And last spring, more than 700 Curves franchises also participated in the American Cancer Society’s *Relay for Life*® events, raising more than \$1.3 million.

In total, more than 1,100 Curves teams raised more than \$1.6 million for the American Cancer Society in 2007.

“Our franchisees and their members are amazing people,” said Curves founder Diane Heavin. “Individually, they give so much to the women in their communities on a daily basis, but through their combined efforts they can impact the entire country. We’re extremely pleased to partner with the American Cancer Society, and look forward to continuing to help them in the fight against cancer.”

Breast cancer is the second leading cause of cancer death in women in the United States. As part of their annual October Breast Cancer Awareness Month promotion, Curves offers a deeply discounted service fee to new members who provide proof of a mammogram within the last 12 months. And every year, the company receives several letters from women who write that had it not been for the incentive to join at a discount, they would not have had the mammogram that saved their lives.

“Their letters are incredibly touching and motivating,” said Heavin. “To know without a doubt that we are saving the lives of women is amazing.”

About Curves

Curves offers a 30-minute workout that combines strength training and cardio through safe and effective hydraulic resistance. Curves also offers an online subscription diet and fitness solution based on founder Gary Heavin’s *New York Times* bestselling book *Curves, Permanent Results Without Permanent Dieting* and the results of an ongoing university study. Heavin and his wife Diane are considered the innovators of the express fitness phenomenon that has made exercise available to more than four million women worldwide. With more than 10,000 locations in dozens of countries, Curves is the world’s largest fitness franchise. For more information, please visit: www.curves.com or www.curvescomplete.com.

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