



**For Immediate Release**

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**Curves Expands to Asia; Japan Master Franchise Agreement Executed**  
*Curves to Open in Tokyo by Summer '05; 2,000 Curves in Japan Expected by '10*

**Waco, Texas — March 11, 2005** — Curves International Inc., the world's largest chain of fitness and weight loss centers, announced today the launch of its Asian expansion by executing a Japan Master Franchise Agreement with Venture Link Co., Ltd. (TSE Sec 1: 9609).

The first Curves Fitness Center will open in Tokyo by July 2005. Over a five-year period, 2,000 Curves Fitness Centers are expected to be in full operation in Japan.

Venture Link's newly formed subsidiary, Curves Japan Co., Ltd. will be responsible for developing the Curves brand in Japan. Curves Japan will also oversee day-to-day management of franchise operations. Curves International will provide the equipment and systems necessary to sell and oversee operations for Curves franchises, including on-going training and support to Curves Japan staff.

Neither company disclosed financial terms for the licensing deal. Curves International will receive administrative and training reimbursement, an ongoing royalty from the sale of franchises, as well as a share of future franchise royalty payments.

"Our goal is to open 8,000 Curves in Asia by the close of 2010," said Gary Heavin, founder and chief executive officer of Curves International. "Japan is a key market, and our partnership with Venture Link firmly positions Curves to attain this goal."

"We've had our eye on Curves for about two years based on the company's phenomenal growth," said Nobuhiko Matsumoto, chief executive officer and president of Venture Link. "After thoroughly researching the fitness industry in Japan, as well as Japanese women's interest in a program like Curves, we are confident the Curves business model will become a great success in Japan."

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### **About Curves Japan Co., Ltd.**

A subsidiary of Venture Link Co., Ltd. and founded in March 2005, Curves Japan is a company devoted to developing the Curves concept in Japan. Its parent company, Venture Link Co., Ltd. is a publicly traded company on the Toyko stock exchange. Venture Link manages approximately 2,500 stores with systemwide sales of \$2.0 billion under a variety of different brands, including Saint Marc, Gyukaku, and Gin-No-Sara in retail food service and Gulliver International and Golf Partner in other retail services.

### **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 fastest growing franchise in history. For more information, please visit: [www.curvesinternational.com](http://www.curvesinternational.com).

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