



For Immediate Release

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**Curves and Venture Link Sign Letter of Intent for
Exclusive Japanese Partnership**

Curves' Asian Expansion Anticipates 2,000 Fitness Clubs in Japan by 2010

Waco, Texas — February 17, 2005 — Curves International Inc., the world's largest chain of fitness and weight loss centers, announced today that it has signed a letter of intent with Venture Link Co., Ltd. (TSE Sec 1: 9609), for Venture Link to be the exclusive licensee of Curves Fitness Centers in Japan.

Under the agreement, Venture Link will have exclusive rights to sell Curves Fitness Center franchises in Japan. Venture Link will also be responsible for day-to-day management of franchise operations. Curves International will provide Venture Link the equipment and systems necessary to sell and oversee operations for Curves franchises, including on-going training and support to Venture Link staff.

The two companies expect to open 2,000 Curves Fitness Centers in Japan over a five-year period under the Curves brand. Venture Link intends to begin development in the suburbs of Tokyo first, and plans to open the first center as early as July 2005.

Both companies expect to finalize the contract by March 1, 2005. Neither company disclosed any financial terms for the licensing deal.

"We are delighted to be working with Venture Link -- the premier franchise support services company in Japan," said Gary Heavin, founder and chief executive officer of Curves International. "Japan is a key market for Curves, and Venture Link has proven to have unsurpassed expertise in building and managing large franchise systems. Venture Link has also demonstrated its commitment to the Curves brand, which confirms that this partnership will be successful."

"We are very excited about entering into a partnership with Curves International," said Nobuhiko Matsumoto, CEO and President of Venture Link. "We became aware of its fast growth about two years ago. 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 Venture Link Co., Ltd.

Venture Link Co., Ltd. is a publicly traded company on the Toyko stock exchange. The company 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 more than 8,700 locations and 4 million members worldwide, Curves is the world's largest fitness center franchise and fastest growing franchise, according to the 2005 Entrepreneur Franchise 500. For more information, please visit: www.curvesinternational.com.

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