



For Immediate Release

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**Curves International and The Cooper Institute
Raise the Bar on Health and Fitness Consulting**
*Internationally Recognized Accreditation to Enhance Staff
Proficiency, Member Experience*

Waco, Texas — January 10, 2005 — In an effort to expand and formalize the fitness and weight management knowledge of Curves franchise owners and staff, Curves International today announced The Cooper Institute Circuit Training and Weight Management Certification.

Designed specifically for Curves, the certification focuses on kinesiology, anatomy, physiology, nutrition, and weight management.

“By increasing knowledge in principle and applying it on the circuit, Curves franchise owners have the ability to change our members’ lives -- one person at a time, which is exactly what this is all about,” said Cassie Findley, director of continuing education and research for Curves International. “Obtaining this certification will set Curves apart from every other fitness industry owner and manager.”

Prior to the certification offering, Curves franchise owners and managers received extensive training in Curves Club Camp. The purpose of the weeklong Club Camp is to learn how to operate a franchise and to equip the franchisee and manager with the skills necessary to be successful. Four primary topics are covered—service, guest production, sales and operations. Franchise owners and managers are also given the opportunity to be certified by the American Heart Association in cardiopulmonary resuscitation (CPR) and automated external defibrillator (AED). A Club Camp certificate is recognized by the American Council of Exercise (ACE) as being applicable towards three hours of college credit.

“We are pleased that Curves International is offering a specialty certification for its franchise owners and managers,” said Conrad Earnest, Ph.D., director of the human performance laboratory at The Cooper Institute. “Curves has made a notable step to both certify its instructors *and* to perform research on its program. Based on the positive research findings presented in April 2004 at the Experimental Biology conference, Curves is setting the new pace within the fitness community by moving toward a strong research-based programming effort.”

Curves’ revolutionary approach to permanent weight loss has the results of two replicated studies performed by Baylor University’s Exercise & Sport Nutrition Lab to validate its effectiveness. The 5-year, \$5 million research plan will continue to look at the program’s unique ability to raise metabolism and to promote health and well being in a variety of significant ways.

Revised 5/5/05

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Curves franchise owners earn The Cooper Institute Circuit Training and Weight Management Certification by:

1. Attending Club Camp and securing a Club Camp certificate
2. Completing a college level course in kinesiology or equivalency course, such as anatomy or physiology
3. Completing a college level course in general nutrition
4. Applying for The Cooper Institute Circuit Training and Weight Management Certification and showing proof that the Club Camp, kinesiology and nutrition courses were completed

Curves International is making it convenient for franchise owners to receive the certification. The kinesiology and nutrition courses are available through Thomas Edison State College online or through Curves University, a five-day mini-mester to be held in selected cities throughout the United States. Both courses have been customized to meet the Curves protocol.

About The Cooper Institute

The Cooper Institute is dedicated to advancing the understanding of the relationship between living habits and health and to providing leadership in implementing these concepts to enhance the physical and emotional well being of individuals.

Kenneth H. Cooper, M.D., the father of “Aerobics,” founded the Cooper Institute in 1970. Recognized as a leader in wellness, The Cooper Institute provides research and educational programs focusing on exercise physiology, behavior change, obesity, nutrition, aging, diabetes, hypertension, health promotion and more. The Institute certifies over 6,000 health and fitness professionals worldwide each year.
www.cooperinst.org.

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.

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Digital graphic image of The Cooper Institute Circuit Training and Weight Management Certification curriculum available by request.