

Curves Company Facts

WHO WE ARE:

- The world's leader in women's fitness with millions of members worldwide
- The world's largest fitness franchise with thousands of locations in more than 85 countries
- The largest fitness franchise in the UK with over 240 clubs in the UK.
- The fastest growing franchise company in history
- The only provider of complete solutions for women for both exercise *and* diet/weight management
- The only diet/fitness company investing millions in research
- The only diet/fitness company offering free weight management classes to members as well as non-members
- The only diet/fitness company offering the world's most intelligent personal coaching technology (CurvesSmart) to millions of women worldwide

WHAT WE STAND FOR:

- It's so simple we can sum up our mission statement in two words: **Strengthening Women**

WHEN WE GOT STARTED:

- First club opened in Harlingen, Texas, in 1992
- First franchise sold in Paris, Texas, in 1995 (Now 100% franchised)
- First **UK franchise** opened in Banbury, Oxfordshire in 2002.

WHO'S RUNNING THE SHOW:

Key Executives

Gary Heavin
Founder, CEO

Diane Heavin
Founder, Publisher, *diane* Magazine

Mike Raymond
President, Head of Marketing

WHERE WE'RE LOCATED:

Curves International
3 – 5 Penny's Walk
Ferndown Centre
Ferndown
Dorset BH22 9TH
United Kingdom

Tel. 0044 1202 894989
Email: eumarketing@curves.com

WHERE TO FIND US ONLINE:

Consumer site: www.curves.co.uk

Newsroom: <http://curves.news.com>

Online diet solution: www.curvescomplete.com

Member-only site: www.mycurves.com

Twitter: www.twitter.com/curvesukandire

Facebook: www.facebook.com/englandandwales
www.facebook.com/curvesscotland

Curves Company Facts

FAST FACTS:

- There is approximately 1 Curves for every 2.5 McDonald's in the U.S. and Canada.
- Curves opened 6,000 clubs in less than a decade; McDonald's did it in 25 years and Subway in 26
- Curves has more locations than any other fitness center in Argentina, Australia, Brazil, Canada, Colombia, Costa Rica, Cyprus, Ecuador, France, Greece, Hungary, Ireland, Israel, Italy, Japan, the Republic of Korea, Mexico, the Netherlands, New Zealand, South Africa, Spain, the United Kingdom, the United States, and the Ukraine.