

Curves Company Facts

WHO WE ARE:

- The world's leader in women's fitness with 4 million members worldwide
- The world's largest fitness franchise with nearly 10,000 locations in all 50 states and more than 70 countries
- 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 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)

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:

100 Ritchie Road
Woodway, Texas 76712
(p) 800.848.1096
(f)254.399.6623

WHERE TO FIND US ONLINE:

Consumer site: www.curves.com
Newsroom: <http://curves.news.com>
Online diet solution: www.curvescomplete.com
Member-only site: www.mycurves.com
Research: <http://curves.tamu.edu/>
Twitter: www.twitter.com/curvesnews

FUN FACTS:

- There is approximately 1 Curves for every 2 McDonald's in the U.S.
- Curves opened 6,000 clubs in less than a decade; McDonald's did it in 25 years and Subway in 26