



## The Global Leader in Women's Fitness

Gary and Diane Heavin, committed veterans of the fitness and advertising industries, are considered the innovators of the express fitness phenomenon that has made exercise available to millions of women worldwide. They share a passion for and commitment to women's health and fitness. The Heavins opened the first Curves in 1992 in Harlingen, Texas. Their innovative, 30-minute fitness concept, aimed at a market that was not being served by conventional gyms (busy women 35 and up and those who were uncomfortable in a conventional gym), was an overnight success and gave these women a supportive and comfortable atmosphere in which to work out. In fact, the company's unofficial motto became "no makeup, no men, and no mirrors."

When their second club was also immediately successful, they knew that they could help millions of women worldwide. However, they knew they couldn't do it alone. They needed to find other people who were as passionate as they were about helping women and teach them how to run a Curves. They made plans to franchise the business and the first independently owned and operated Curves opened in Paris, Texas, in 1995.

Curves caught on like wildfire and opened clubs at an astronomical rate, sometimes more than doubling its number of locations from year to year. This was all done by word of mouth until Curves launched its award-winning national advertising campaign in 2003. What took McDonalds 25 years and Subway 26 years to do—open 6,000 locations—Curves did in less than a decade.

Curves is the world's leader in women's fitness, offering complete exercise and diet solutions designed specifically for women.

Through the years, accolade after accolade ensued, both for the company and its founders:

- Fastest growing franchise in history
- World's largest fitness franchise
- Ninth largest franchise company in the world
- Sixth largest franchise company in the U.S.
- No. 1 Up-and-Coming Brand
- No. 1 Best New Franchise
- No. 1 Fastest Growing Franchise
- No. 1 Fitness Franchise
- No. 1 Low Cost Franchise
- **New York Times** bestseller list
- Ernst & Young Entrepreneur of the Year Award
- IHRSA Visionary of the Year Award
- Texas Businesswoman of the Year Award
- AADE Franchisor of the Year Award

Awards and accolades aside, a company that's been around this long has to favor

substance over style. Curves has the most-studied and well-researched diet and exercise programs of any fitness company in the world, committing \$6 million to date to study the efficacy of its programs with unrestricted grants to the Exercise and Sport Nutrition Laboratory, led by Richard Kreider, PhD, FACSM, FISSN.

The ESNL, currently residing at Texas A&M University in Bryan/College Station, is dedicated to evaluating the interaction between exercise and nutrition on health, disease, and human performance. Its partnership with Curves provides cutting-edge programs that have been proven to help women do the three most significant things they can do to prevent chronic disease: exercise regularly, eat right, and maintain a healthy weight.

Curves has also invested millions in technology for the benefit of its members, and nowhere is that more apparent than with the introduction of the CurvesSmart personal coaching system. This state-of-the-art system has been incorporated into Curves' 30-minute circuit workout, giving each member moment-to-moment, personalized feedback. The system automatically adjusts to each member's endurance level and strength, allowing them to stay continually challenged and motivated.

After each workout, members receive a detailed progress report that tracks overall muscle strength, individual muscle progress, range of motion, calories burned and how close they are to reaching their goals. This combination of knowledge and motivation makes it easier to get results.

In a special double issue focused on important healthcare concerns, **TIME** magazine lauded the clinic for making exercise and prevention programs like Curves available to its employees at no charge.

Increasingly, we know that prevention is key to avoiding chronic disease and the personal and systemwide costs associated with it. The research is clear: being overweight or obese significantly increases your risk for chronic disease. Curves is proud to be a leader in the fitness industry in the very crucial area of prevention.

Curves Wellness currently works with 150 insurance carriers in the U.S. and several large plans internationally to provide membership rebates, discounts and incentives for Curves members who qualify under these plans.

With such unprecedented success, it made sense to branch out globally, so the Heavins took their vision for an effective and affordable workout international. Today, Curves has locations in more than 85 countries serving millions of members. It has created entrepreneurial business opportunities for thousands of people and employment opportunities for thousands more. And it continues to be, without rival, the world's leader in women's fitness.