

Press Release

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CLEVELAND CLINIC ADDS FREE CURVES® GYM MEMBERSHIPS TO EMPLOYEE WELLNESS EFFORTS

*Hospital to Provide More Than 27,000 Employees on Clinic Health Plan Access to Curves®
and On-Site Fitness Facilities at No Cost*

Tuesday, October 28, 2008, Cleveland: Cleveland Clinic employees will soon have yet another free program to take advantage of in their pursuit of a healthy lifestyle. Starting November 1, Cleveland Clinic will roll out the third phase of its Employee Health Plan (EHP) Wellness Program – Physical Activity, which provides employees on the plan with free access to Clinic-owned fitness centers or Curves® locations.

This new initiative is part of several major enhancements to the Clinic’s employee wellness program that have taken effect over the past four months, including free Weight Watchers® services and free smoking cessation treatment and medication. Currently, there are more than 27,000 Clinic employees enrolled in the Clinic’s EHP.

“As a leading healthcare institution, we are obligated to our patients and community to serve as a role model of prevention and wellness while reducing the costs associated with preventable conditions,” said Michael F. Roizen, MD, Chief Wellness Officer at Cleveland Clinic. “We challenge other healthcare organizations to take a proactive, leadership position in transitioning our roles from providing ‘sick’ care to promoting ‘health’ care.”

Coverage for this benefit is first-dollar, meaning employees pay nothing out-of-pocket. The value of these memberships ranges from \$60 to \$480 per person per year, depending on the facility. Participating employees are also eligible for a \$100 incentive if they use a fitness center a minimum of 10 times per month for 10 months.

This is a first-ever partnership for Curves with a major academic medical center and hospital system and one of the only first-dollar agreements between Curves and an employer that is not contingent upon participation. Curves, whose facilities are designed specifically for and focused on women, currently has 10,000 franchise locations in 69 countries around the world, including 6,500 in the U.S. alone, making it the world's largest fitness center franchise.



Cleveland Clinic

Cleveland Clinic's commitment to improving the health of the nation through encouraging people to get active, and we applaud the Clinic for its investment in promoting wellness among its employees," said Gary Heavin, Founder and Chief Executive Officer at Curves. "Curves helps millions of women lose millions of pounds every year, and in many instances, Curves has helped millions of women more effectively manage chronic conditions like hypertension and diabetes."

"With programs like this, we're removing the barriers of cost and convenience that keep people from exercising and providing our employees with the tools they need to lead healthier lives," said Joe Patrnoch, Chief Human Resources Officer at Cleveland Clinic. "We're committed to investing in efforts that help people live their best lives, and we strive to make Cleveland Clinic the best place to work for our employees."

Cleveland Clinic began offering employee-focused wellness programs when it established its Wellness Institute two years ago. The effort has raised awareness for healthy lifestyle choices among employees and has resulted in the Clinic taking a leadership role in employee wellness thanks to its innovative programs like free yoga classes and a weekly farmers market.

As a top ranked healthcare institution, Cleveland Clinic has consistently sought to shift the national focus from providing "sick" care to promoting wellness. From designating its entire health system smoke free on July 4, 2005, to no longer hiring smokers as of Sept. 1, 2007 and banning trans-fats from its menus, Cleveland Clinic is dedicated to creating a healthier environment for its employees, patients and community.

Cleveland Clinic-owned fitness centers are currently available at the W.O. Walker Building on main campus, the Parker building in East Cleveland/Euclid, and at Fairview Hospital. There are more than 60 Curves locations in Northeast Ohio alone.

About Curves®

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Curves works to help women lose weight, gain muscle strength and aerobic capacity, and raise metabolism with its groundbreaking, scientifically proven method that ends the need for perpetual dieting. Curves works every major muscle group with a complete 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Founders Gary and Diane Heavin are considered the innovators of the express fitness phenomenon that has made exercise available to over 4 million women. With more than 10,000 locations in dozens of countries, Curves is the world's largest fitness franchise. For more information, please visit: www.curves.com or www.curvescomplete.com.

About Cleveland Clinic

Cleveland Clinic, located in Cleveland, Ohio, is a not-for-profit multispecialty academic medical center that integrates clinical and hospital care with research and education. Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion and innovation. *U.S. News & World Report* consistently names Cleveland Clinic as one of the nation's best hospitals in its annual "America's Best Hospitals" survey. Approximately 1,800 full-time salaried physicians and researchers at Cleveland Clinic and Cleveland Clinic Florida represent more than 100 medical specialties and subspecialties. In 2007, there were 3.5 million outpatient visits to Cleveland Clinic and 50,455 hospital admissions. Patients came for treatment from every state and from more than 80 countries. Cleveland Clinic's Web site address is www.clevelandclinic.org.