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OLIVIA NEWTON-JOHN PARTNERS WITH CURVES
TO DISTRIBUTE THE LIV® BREAST SELF-EXAM AID TO 1 MILLION WOMEN
A BREAST CANCER AWARENESS INITIATIVE TO EMPOWER AND ENCOURAGE
WOMEN TO SELF EXAM IN OCTOBER 2008

Upland, CA, August 1, 2008 – Four-time Grammy winner Olivia Newton-John announces today a partnership with Curves, the world's largest fitness franchise for women to launch an international campaign to distribute 1 million units of the **Liv® Aid**, a breast self-exam aid that assists women to exercise breast self-exams correctly. The initiative's goal is to empower and encourage women to take responsibility for their bodies and breast health by launching a "first-of-its-kind" campaign beginning in October 2008 as part of "Breast Cancer Awareness Month," available exclusively through Curves.

Newton-John credits her own breast self-exam as the first step to her eventual diagnosis of breast cancer. Now, 16 years later she has become a passionate advocate in creating awareness for early detection and encouraging women to take a more active role in their breast health. "That I am fine today and stronger than before, I credit to early detection," says Newton-John.

Breast self-examination is an important step a woman can do herself as part of a regular breast health routine. "Clearly, a significant number of breast cancers are found by the patient herself, even in the setting of a normal mammogram," says renowned breast cancer surgeon Ernie Bodai, M.D., F.A.C.S. "The Liv Aid greatly enhances a woman's ability in detecting an abnormality...which in many cases will lead to early detection and a better chance for a cure."

"Being a breast cancer 'thriver,' I know that early detection is key to good breast health," says Newton-John, whose cancer was diagnosed in 1992 and who is now cancer-free. "My wish is that all women age 20 and above perform monthly breast self-examinations. With the wonderful support of Curves, an organization whose mission statement is 'strengthening women,' I hope that this campaign will be the beginning to have the Liv Aid available to every woman in the U.S. and will become a staple in every medicine cabinet in the next five years."

Following a partnership with Olivia Newton-John's *Great Walk to Beijing*, a 142-mile journey along the Great Wall of China in April 2008 which raised more than \$2 million for the Olivia Newton-John Cancer Centre Appeal, Curves is passionate about making the Liv Aid available to all women. Considering that numerous studies show a lower percentage of cancer diagnosis in women who maintain a healthy body weight and practice regular fitness programs, Curves is the ideal partner to successfully get the Liv Aid into the hands of 1 million women in October.

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Curves founder Diane Heavin joined Newton-John for the entire three-week journey on the Great Wall of China, and Curves alone raised more than \$1 million for the cause. Curves will continue its efforts in the fight against cancer (the company's #1 cause marketing effort) with the support of the Liv Aid.

"No other cause has united the Curves community like the fight against cancer—and specifically, breast cancer," said Diane Heavin. "When I heard that Olivia was behind this amazing early detection tool, I couldn't wait to get my hands on one. After I used it myself, I couldn't wait to get the Liv Aid into the hands of a million women."

Beginning in October 2008, every woman will have an opportunity to get a free Liv Aid at their local participating Curves. Non-members can get one when they experience the new CurvesSmart personal coaching system and/or a free Fitness Assessment. Current members should check with their staff to see how they can get one. The goal is to distribute 1 million Liv Aids to women through October.

To coincide with the Liv Aid campaign in October, the **Liv.com** website will be launched as a one-stop source for information, news and education about breast health and early detection. Newton-John and Curves want to inspire women to exercise good breast health by actively integrating breast health into their daily life and making it a part of their monthly routine. **It is time to LIV.**

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About the Liv Aid

*The Liv Aid is a simple, patented, and FDA-cleared medical device that makes clinical and breast self-examinations effortless and more comfortable. It comes in the form of a heart shaped thin silicone pillow filled with a non-toxic lubricant. The Aid reduces the friction between the fingers and the breast for ease of movement of the fingers over the breast. **For more information visit www.Liv.com.***

About Curves

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, many of whom are in the gym for the first time. With more than 10,000 locations in over 60 countries, Curves is the world's largest fitness franchise. For more information, visit: www.curves.com.