



TIMELINE AND SUCCESS STATISTICS

- 1992** • First Curves for Women center opens in Harlingen, Texas
- 1995** • First Curves for Women franchise center opens in Paris, Texas
- 1996** • Curves grows to 44 locations
- 1997** • 247 Curves locations are open at year's end
- 1998** • Curves more than doubles in size to 537 locations
- 1999** • In January 1999, *Entrepreneur* magazine ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Best New Franchise, the No. 14 Fastest Growing Franchise and the No. 53 Best Franchise overall**
 - First Curves for Women center opens in Canada
 - Curves has 860 locations
- 2000** • In January 2000, *Entrepreneur* magazine ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Best New Franchise, the No. 14 Fastest Growing Franchise, and the No. 42 Best Franchise overall**
 - First Curves for Women center opens in Spain
 - Curves grows to 1,258 locations
- 2001** • In January 2001, *Entrepreneur* magazine ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 11 Fastest Growing Franchise, and the No. 24 Best Franchise overall**
 - First Curves for Women center opens in Mexico
 - Curves almost doubles in size to 2,221 locations
 - Curves is named **the world's largest fitness center franchise** by the *Guinness Book of World Records*
- 2002** • In January 2002, *Entrepreneur Magazine* ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 3 Best Franchise overall and No. 3 Fastest Growing Franchise**
 - First Curves for Women centers open in England, Portugal and Wales
 - Curves has 5,000 clubs by year's end

- 2003**
- In January 2003, *Entrepreneur Magazine* ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Fastest Growing Franchise, the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise and the No. 2 Best Franchise overall**
 - Curves is named the **fastest growing franchise in history** by the *Guinness Book of World Records*
 - Curves receives award from Advertising Women of New York for advertising excellence in representing women
 - First Curves opens in Brazil, Chile, Dominican Republic, Guatemala, Ireland, Italy, New Zealand, Northern Ireland, Peru, Puerto Rico, Scotland and the Virgin Islands
 - Curves has 6,733 locations by year's end
- 2004**
- In January 2004, *Entrepreneur Magazine* ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise, the No. 2 Fastest Growing Franchise, and the No. 2 Best Franchise overall**
 - Gary Heavin, Curves founder and CEO, awarded the IHRSA (International Health, Racquet and Sportsclub Association) Visionary of the Year award
 - Gary Heavin, Curves founder and CEO, awarded the Ernst & Young National Entrepreneur of The Year in the service industries category.
 - Curves receives a Gold "Effie" Award from the American Marketing Association for advertising effectiveness
 - First Curves opens in Argentina, Australia, Bahamas, Bermuda, Cayman Islands, Columbia, Costa Rica, Cyprus, Ecuador, El Salvador, France, Guam, Honduras, Netherlands and Panama
 - Curves has more than 8,500 locations by year's end
- 2005**
- In January 2005, *Entrepreneur Magazine* ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Fastest Growing Franchise, the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise, the No. 2 Top Global franchise and the No. 2 Best Franchise overall**
 - In July 2005, Club Business International magazine ranked Curves as **the world's largest club company with over 4,000,000 members, #1 in number of franchises, #1 in five-year unit growth, and #1 in the latest year's (2004) annual unit growth**
 - Curves receives award from Advertising Women of New York for advertising excellence in representing women
 - First Curves opens in Barbados, Bolivia, Germany, Greece, Iceland, Japan, Nicaragua, South Africa and Venezuela.
 - In October 2005, *Franchise Times* ranked Curves the **10th largest franchise company in the world and the 8th largest franchise company in the U.S. (based on number of franchise units)**
 - Curves is now the largest fitness center chain in such major countries as the US, Canada, Australia, UK, Mexico, Spain, Ireland, Brazil, New Zealand, Cyprus, Costa Rica, Chile and Ecuador
 - Curves has 9,500 locations worldwide by year's end, with one out of every four fitness centers in the U.S. being a Curves.

- 2006**
- In January 2006, *Entrepreneur Magazine* ranked Curves in its annual Franchise 500 ranking as: **the No. 1 Fitness Franchise, the No. 1 Low Cost Franchise, the No. 5 Fastest Growing Franchise, the No. 3 Top Global Franchise and the No. 3 Best Franchise overall**
 - Diane Heavin is recognized as the Texas Businesswoman of the Year by the Women's Chamber of Commerce of Texas.
 - Curves is honored with 5 AWPY awards in the categories of Promotional Print Campaign (In-Club Posters and Magazine) and Television.
 - *diane, The Curves Magazine* wins The Communicator Award of Distinction for exceeding industry standards in print communication.
 - *diane, The Curves Magazine* wins 7 National Health Information awards, which are given to recognize the nation's best consumer health information and programs.
 - In September 2006, *Fortune* magazine ranked Curves as the No. 1 Up-and-Coming Brand.
 - First Curves opens in Denmark, Hong Kong, Sweden, Norway, Jamaica, Namibia, Korea, Egypt, Hungary and Israel.
 - In October 2006, *Franchise Times* ranked Curves the **9th largest franchise company in the world and the 6th largest franchise company in the U.S. (based on number of units)**
 - **October 10, 2006: Curves celebrates 10,000 clubs open!**
 - By year's end, Curves has 10,038 locations in 51 different countries.
- 2007**
- First Curves opens in Kuwait, Lebanon, Morocco, Saint Lucia, Singapore, Switzerland, Taiwan, Turkey, Vietnam and Swaziland.
 - In October 2007, *Franchise Times* ranked Curves the **9th largest franchise company in the world and the 6th largest franchise company in the U.S. (based on number of units)**
 - *diane, The Curves Magazine* wins Gold in the National Health Information Awards, which are given to recognize the nation's best consumer health information and programs.
 - **Curves and General Mills launch Curves Foods**, a line of healthy snack foods rich in fiber and whole grains.
 - **Curves launches CurvesSmart**, the world's most advanced personal coaching technology.
 - **Curves launches CurvesComplete.com**, a complete online subscription weight loss and fitness solution for members and non-members.
 - Curves has 10,269 locations and more than 4 million members in 63 countries.

- 2008**
- First Curves opens in Bahrain, Belgium, Botswana, Channel Islands, Jordan, Malta, Qatar, Saudi Arabia, Slovakia, and the Ukraine.
 - In January, ***Brandweek*** magazine names **Curves Cereal Best Brand Extension of 2007** in the Food Category.
 - Curves is proud to be a worldwide sponsor of The Great Walk to Beijing 2008 (a million steps in the fight against cancer). Curves co-founder Diane Heavin, representing the entire Curves community, joined worldwide superstar Olivia Newton-John and other celebrities, athletes, business leaders and cancer survivors on a three-week walk along the Great Wall of China----trekking 228 km across some of the oldest and steepest parts of the Wall.
 - *Entrepreneur Magazine* names Curves the **No. 6 Top Global Franchise**.
 - Curves received the American Cancer Society's prestigious ***Corporate Impact Award*** as the No. 1 corporate donor to both of their signature events; Relay for Life and Making Strides Against Breast Cancer.
 - Curves has nearly 10,000 locations and 4 million members in 69 countries.
- 2009**
- First Curves opens in Bulgaria and Senegal.
 - Curves partners with **LifeTime TV**, the premier television network for women, to get its message of health and fitness to the audience of its morning show, ***The Balancing Act***.
 - Curves is named one of ***America's Healthiest Gyms*** by ***Health*** magazine.
 - Curves has nearly 10,000 locations and 4 million members in 73 countries.