



For Immediate Release

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CURVES NAMES NEW PRESIDENT
Senior Vice President of Marketing Mike Raymond promoted

WACO, TEXAS – November 21, 2005 – Curves International Inc., the world's largest franchisor of fitness clubs, announced today the promotion of its senior vice president of marketing, Mike Raymond, to president. In his new role, Raymond will report to company CEO and Founder, Gary Heavin.

The position of president has been vacant since the retirement of former president Gary Findley in late 2004.

Curves co-founder Diane Heavin, who worked closely with Raymond developing Curves national advertising and marketing strategies, said, "Mike has shown himself to be a trusted advisor and friend; one who makes good business decisions in the best interests of our company. We are pleased that he accepted this very important job."

Curves founder and CEO, Gary Heavin, agreed. "Mike has contributed significantly to the success of this company in many different areas. His promotion will allow Diane and I to concentrate on what we do best — carving out the long-term vision for Curves. I look forward to passing the reins of the day-to-day operations of the company to him."

Raymond has been with the company since May 2002, when he joined as director of marketing. In 2004 he was promoted to senior vice president of marketing. He has thirty years of experience working as marketing director for major advertising agencies and consumer products companies, including Coors Brewing Company and Domino's Pizza, Inc. "Curves is well established as the dominant force in helping women achieve their fitness and weight loss goals in North America. The prospects for extending this dominance on a global basis are truly exciting," he said. Raymond's first exposure to Curves was as a franchisee. His wife, Beth, successfully opened a club in Kirkwood, MO, in November 2001.

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Raymond holds a Bachelor of Arts degree from Brown University and a Master of Business Administration degree from Northwestern University's Graduate School of Management.

About Curves

Curves offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Curves also offers a weight management program featuring a groundbreaking, scientifically proven method to raise metabolic rate and end the need for perpetual dieting. Gary Heavin, Curves' Founder and CEO, is the author of several books, including *The New York Times* Best-Sellers "Curves: Permanent Results Without Permanent Dieting" and "Curves On the Go." With thousands of locations and millions of members worldwide, Curves is the world's largest fitness center franchise and fastest growing franchise, according to the 2005 *Entrepreneur* Franchise 500. For more information, please visit: www.curves.com.

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