

Curves Company Facts

WHO WE ARE:

- The world's leader in women's fitness with millions of members worldwide
- The world's largest fitness franchise with thousands of locations in more than 85 countries
- Almost 400 clubs in Australia.
- The fastest growing franchise company in history
- The only provider of complete solutions for women for both exercise *and* diet/weight management
- The only diet/fitness company investing millions in research
- The only diet/fitness company offering free weight management classes to members as well as non-members
- The only diet/fitness company offering the world's most intelligent personal coaching technology to millions of women worldwide

WHAT WE STAND FOR:

- It's so simple we can sum up our mission statement in two words: **Strengthening Women**

WHEN WE GOT STARTED:

- First club opened in Harlingen, Texas, in 1992
- First franchise sold in Paris, Texas, in 1995 (Now 100% franchised)
- First Australian franchise opened in Maryborough, Queensland in 2004.

WHO'S RUNNING THE SHOW:

Key Executives

Gary Heavin
Founder, CEO

Diane Heavin
Founder, Publisher, *diane* Magazine

Mike Raymond
President, Head of Marketing

WHERE WE'RE LOCATED:

100 Ritchie Road
Woodway, Texas 76712
(p) 800.848.1096
(f) 254.399.6623

WHERE TO FIND US ONLINE:

Consumer site: www.curves.com.au
Newsroom: <http://curves.news.com>
Online diet solution: www.curvescomplete.com
Member-only site: www.mycurves.com
Research: <http://curves.tamu.edu/>
Twitter: www.twitter.com/curvesnews

FAST FACTS:

- There is approximately 1 Curves for every 2.5 McDonald's in the U.S. and Canada.
- Curves opened 6,000 clubs in less than a decade; McDonald's did it in 25 years and Subway in 26
- Curves has more locations than any other fitness center in Argentina, Australia, Brazil, Canada, Colombia, Costa Rica, Cyprus, Ecuador, France, Greece, Hungary, Ireland, Israel, Italy, Japan, the

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Republic of Korea, Mexico, the Netherlands, New Zealand, South Africa, Spain, the United Kingdom, the United States, and the Ukraine.