

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 50 clubs in New Zealand.
- 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 New Zealand franchise opened in Mount Eden, Auckland in 2003.

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.curvesforwomen.co.nz
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

Curves Company Facts

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