



For Immediate Release

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CURVES NOW 10TH LARGEST FRANCHISE COMPANY IN THE WORLD

***Franchise Times* ranks Curves #8 in domestic units, #10 in total units**

WACO, TEXAS – December 2, 2005 – Curves International Inc., the world's largest franchisor of fitness clubs, announced today it has moved up three spots to become the tenth largest franchise company in the world in total units, according to the October 2005 issue of *Franchise Times* magazine. At the time of printing, Curves listed 8,654 clubs this year versus 6,733 last year. Currently, Curves has more than 9,300 locations open in 38 countries worldwide.

The company also moved up one spot to become the eighth largest franchise company in the U.S., with nearly 8,000 locations. "This is the fulfillment of our goal to become the McDonald's of fitness in the U.S.," said Curves founder and CEO Gary Heavin. "Domestically, there are now slightly more than one Curves for every two McDonald's. Internationally, we've set our sights on becoming the McDonald's of fitness for the world."

Curves already has major market share in the United States and Canada; it accounts for 27 percent of all health clubs. It is also the largest fitness franchise in those countries, as well as in Australia, Ireland, Mexico, and Spain.

2005 marks the tenth anniversary of the franchising powerhouse, which has seen an average annual sales growth of 58 percent, and added an average of more than 1,500 locations and 730,000 new members each year for the last five years. International expansion plans include opening 3,000 new clubs in Japan within the next five years. The first club opened in a suburb of Tokyo in July.

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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 largest fitness center franchise and the fastest growing franchise company in the world, according to the 2005 *Entrepreneur* Franchise 500. For more information, please visit: www.curves.com.

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