

# Curves<sup>®</sup> 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
- The country's largest fitness franchise, with over 55 clubs in Ireland.
- 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 (CurvesSmart) 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 **Irish** franchise opened in Bray, Co. Wicklow 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:

Curves International  
3 – 5 Penny's Walk  
Ferndown Centre  
Ferndown  
Dorset BH22 9TH  
United Kingdom

Tel. 0044 1202 894989  
Email: [eumarketing@curves.com](mailto:eumarketing@curves.com)

## WHERE TO FIND US ONLINE:

**Consumer site:** [www.curves.ie](http://www.curves.ie)  
**Newsroom:** <http://curves.news.com>  
**Online diet solution:** [www.curvescomplete.com](http://www.curvescomplete.com)  
**Member-only site:** [www.mycurves.com](http://www.mycurves.com)  
**Research:** <http://curves.tamu.edu/>  
**Twitter:** [www.twitter.com/curvesukandire](http://www.twitter.com/curvesukandire)  
**Facebook:** [www.facebook.com/curvesireland](http://www.facebook.com/curvesireland)

# *Curves* Company Facts

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