



For Immediate Release

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**Curves International CEO Gary Heavin named
Ernst & Young Entrepreneur of the Year®
*First time in the history of the national competition
that a health and fitness club operator wins this award.***

WACO, TEXAS — November 23, 2004 — Curves International, the world's largest fitness center franchise, today announced that its founder and CEO Gary Heavin was named the Ernst & Young Entrepreneur of the Year award winner at a gala black-tie event held November 20 in Palm Springs, CA. Heavin was recognized for his breakout entrepreneurial accomplishment in growing Curves International from a single gym in 1995 to what is today the fastest-growing franchise in history, according to Guinness World Records. This marks the first time in the history of this prestigious competition that a health and fitness operator has been so honored.

"It was an unbelievable experience to rub elbows with some of the brightest business people in the country," Heavin said of the three-day event. "I was thrilled to be among the finalists and feel incredibly blessed to win the award. But more importantly, my wife Diane and I have been able to help more than 4 million women around the world realize their fitness goals, and to help thousands more become successful entrepreneurs. That's the real reward."

Heavin's accomplishments also include corporate philanthropic efforts: Curves International has a \$1000 charity matching program that franchisees can take advantage of to help the needy in their communities. In 2004, Curves franchisees collected and distributed more than 8 million pounds of food during the annual Curves Food Drive.

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The Ernst & Young Entrepreneur of the Year Award (now in its eighteenth year) is the world's most prestigious business award for entrepreneurs. Recognized globally, the award honors the most outstanding entrepreneurs who inspire others with their vision, leadership, and achievement.

“Entrepreneurs create the businesses, products, services, and, perhaps most important, the jobs that keep our economy strong. And they do it with imagination, determination, and a lot of hard work. Ernst & Young is proud to recognize and honor the accomplishments of the people who help make this economy great—people like Gary Heavin,” said Christopher L. Bruner, Americas Director, Ernst & Young Entrepreneur of the Year.

Heavin received his award in the Services category. Awards were given to 10 additional recipients at the event. All Entrepreneur Of The Year winners were selected from 400 regional award recipients by an independent panel of judges. The national finalists in this category were James David Power III, Chairman, J.D. Power and Associates, a global marketing information company that publishes customer satisfaction research; and Willis Johnson, CEO, Copart, Inc., the leading provider of salvage vehicle auctions services in the U.S.

Heavin was honored in June of this year as the Southwest Area's regional winner. He competed against 23 finalists representing the most successful, innovative, and groundbreaking companies in North Texas, Arkansas and Oklahoma. Heavin received his regional award in the Retail and Consumer Product category. He joins the illustrious ranks of former winners including Michael Dell of Dell Computers, Herb Kelleher of Southwest Airlines, and Ross Perot of Perot Systems.

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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 world's largest fitness center franchise and the fastest growing franchise in history. For more information, please visit:

www.curvesinternational.com.

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