

Curves News Release

FOR IMMEDIATE RELEASE

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CURVES® PARTNERS WITH GLOBALFIT™

World's Largest Fitness Club Franchisor Teams with Nation's Leading Provider of Healthy Living Benefits

WACO, TX – September 4, 2007 – Curves® International Inc., the world's largest franchisor of fitness clubs, announced a new partnership today with GlobalFit™, the nation's leading provider of healthy living benefits, to offer Curves memberships through GlobalFit's sponsored benefit program.

As obesity remains epidemic and healthcare costs continue to soar, US companies are recognizing the benefits of providing proven fitness solutions to their employees. The partnership will make Curves' results-oriented fitness and weight-loss programs even more affordable to millions of American women who are eligible for the GlobalFit benefit through their employer or group affiliation.

“Curves and GlobalFit share a commitment to empower individuals to take charge of their health and achieve their fitness goals,” said Mark English, Director of Healthcare and Wellness Partnerships for Curves. “By increasing our outreach to busy, working women, our partnership with GlobalFit is a natural extension of that mission.”

“We're thrilled to have Curves join our family of providers,” said Frank Napolitano, GlobalFit President and CEO. “Studies have shown the Curves program to be effective at helping women lose weight, improve aerobic capacity and increase bone density. This is exactly the sort of result-oriented healthy living program that corporations seek from GlobalFit.”

Curves' lowest rates will be available to the employees and members of GlobalFit's 1,400 sponsoring companies and organizations, at nearly 8,000 US locations.

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 based on a groundbreaking, scientifically proven method to raise metabolic rate and end the need for perpetual dieting. Founders Gary and Diane Heavin are considered the innovators of the express fitness phenomenon that has made exercise available to more than four million women, many of whom are in the gym for the first time. Gary Heavin is the author of numerous books including *The New York Times* bestseller *Curves*, which is revolutionizing America's approach to dieting. With more than 10,000 locations in 57 countries, Curves is the world's largest fitness franchise and the ninth largest of all franchise companies in the world. For more information, please visit: www.curves.com.

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