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***New York Times* Bestseller “Curves: Permanent Results Without Permanent Dieting” Reissued in Paperback**

*Fitness Franchise Experiences Phenomenal Growth Between Hardcover and Paperback*

**Waco, Texas — January 4, 2005** — Curves, the world’s largest chain of fitness and weight loss centers, today announced that the *New York Times* bestselling book, “Curves: Permanent Results Without Permanent Dieting,” is available in paperback for the first time.

Written by Curves founder Gary Heavin and Carol Colman, “Curves: Permanent Results Without Permanent Dieting” describes Heavin’s revolutionary approach to permanent weight loss. Heavin’s program now has the results of two replicated studies performed by Baylor University’s Exercise & Sport Nutrition Lab to validate its effectiveness. The 5-year, \$5 million research plan will continue to look at the program’s unique ability to raise metabolism and to promote health and well being in a variety of significant ways.

In “Curves,” Heavin explains how traditional diets activate the body’s starvation hormones, which lower metabolism and cause weight gain. The Curves diet plan reprograms the body’s metabolism to absorb as many as 3,000 calories a day. This means the freedom to eat full portions without gaining weight – with major results seen in *two* short weeks. The plan is designed so that once the goal weight is achieved, eating normally and healthfully will *increase* metabolism. Only a couple of days each month are dedicated to dieting. As the eating cycle is continued, metabolism is raised, and women will enjoy permanent weight loss without dieting.

“Curves” also explains the importance of a complete body workout that includes not only cardio but strength training, which is the key to protecting and increasing fat-burning lean muscle mass. Studies show the average person gains three pounds each year, so a reasonable, easy-to-follow workout regime is critical to help combat the health risks associated with poor diet and lack of exercise. The Curves centers, established in 1992, are the first facilities to offer a total body workout—including all five components of exercise; warm-up, cardio, strength training, cool down, and stretching—in only 30 minutes. The comfortable, welcoming atmosphere has helped women of all fitness levels commit to an ongoing fitness program and achieve amazing results.

**-more-**

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## Page 2 of 2

### “Curves” Available in Paperback

Since the release of the hardcover edition of “Curves” in April 2003, Heavin and his company have reached extraordinary milestones:

1. Heavin’s philosophy has been validated through a series of research studies from the Exercise & Sports Nutrition Laboratory (ESNL) at Baylor University.
2. Prior to April 2003, 4,953 Curves Fitness Clubs were open. After April 2003, 3,607 clubs opened for a total of 8,560 clubs open currently.
3. Since April 2003, the following countries have opened or will soon open Curves Fitness Clubs: Argentina, Australia, Bermuda, Brazil, Bahamas, Chile, Colombia, Costa Rica, Cyprus, Dominican Republic, Ecuador, France, Guatemala, Honduras, Cayman Islands, Netherlands, New Zealand, Panama, and El Salvador.
4. *Entrepreneur* magazine’s Franchise 500 ranked Curves:
  - #1 in the Fastest Growing category
  - #1 in the Fitness Business category
  - #1 in the Top Low Cost category
  - #2 in the Franchise 500 category

“Curves: Permanent Results Without Permanent Dieting” is a Perigee Trade Paperback. It sells for \$12.95 in the United States and \$19.00 in Canada.

### About the Authors

Gary Heavin opened his first fitness center for women in 1974 after being a pre-med major in college. As a nutritional counselor and fitness instructor he has worked individually with more than 100,000 women on weight loss and fitness. He opened his first Curves studio in Harlington, TX, in 1992. Since then, Curves International, Inc., has grown to become the largest fitness franchise in the world, and the fastest growing franchise of all time.

Carol Colman is the author of numerous bestselling health books.

### 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](http://www.curvesinternational.com).

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