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CURVES INTERNATIONAL HITS 10,000 CLUB MILESTONE

Detroit Club Participates in Curves' 10,000 Club Celebration

WACO, TX – October 10, 2006 – Curves International Inc., the world's largest franchisor of fitness clubs, announced today that has 10,000 franchises open in 44 countries. Curves is the largest fitness franchise in the world (*Guinness World Records, Oct. 2002*), the eighth largest franchise company of any kind in the U.S., and the tenth largest franchise company of any kind in the world (*Franchise Times, Oct. 2005*). The company began franchising its unique 30-minute fitness and weight loss centers, designed specifically for women, in 1995.

"This milestone represents an important advancement in women's wellness on a worldwide scale," said Curves' founder and CEO Gary Heavin. "With 10,000 clubs in 44 countries—and growing—we're impacting the health and longevity of more than 4 million women, who in turn are effecting a positive influence on their families."

Curves has major market share in the United States and Canada, where it accounts for 27 percent of all health clubs. It is also the largest fitness franchise in Australia, Brazil, Cyprus, Costa Rica, Chile, Ecuador, Ireland, Mexico, New Zealand, Spain, and the UK. It was identified in the September 2006 issue of *Fortune* magazine as the No. 1 Up-and-Coming brand.

Ten new Curves facilities have been selected to participate in the 10,000-club celebration: Sydney, Australia (Hornsby); Toronto, Canada (Metro Centre); Hong Kong, China (Central LFK); Paris, France (Paris 10th); Gummersbach, Germany; Yamaguchi-Ken, Japan (Yamaguchi-Chuo); Illovo JHB, Gauteng, South Africa; Sao Paulo, Brazil (Aclimacao); Glasgow, Lanarkshire, UK (City Centre); and Detroit, Michigan, U.S.A. (Renaissance Center). Each club will receive a commemorative plaque.

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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 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 over 4 million women, many of whom are in the gym for the first time. Gary is the author of numerous books including The New York Times bestseller Curves, which is revolutionizing America's approach to dieting. With 10,000 locations in 44 countries, Curves is the world's largest fitness franchise and the tenth largest of all franchise companies in the world. For more information, please visit: www.curves.com.

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