



**For Immediate Release**

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**CURVES LAUNCHES NEW TRAVEL COMPANY**  
**Curves Travel sets sail with benefits for Curves members**

**WACO, TEXAS – December 8, 2005** – Curves International Inc., the world’s largest franchisor of fitness clubs, announced today it has launched a new travel company to provide travel services and special deals and discounts to Curves members. Trip planning and booking services through Curves Travel are free to members and their families and friends.

With free access to [www.curvestravel.com](http://www.curvestravel.com), members can book vacation packages, cruises, hotels, and rental cars online. They will also have opportunities to participate in group travel, and to take advantage of special offers and hot deals for Curves members only.

“Curves Travel adds a new dimension of service that is available to our members,” said Curves president Mike Raymond. “It’s another exciting benefit of belonging to the world’s largest fitness franchise.”

“It’s a proven fact that women make 70 percent of all travel buying decisions. We’re now making it easier and more exciting for Curves members to book their travel,” said Curves Travel president Anne Marie Moebes. “Curves Travel gives members confidence, comfort, and exclusive offers when it comes to taking their “curves” on the road. “

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## **Curves Travel**

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Curves International unveiled the new program to franchisees at its tenth annual convention in November. To celebrate the company's milestone, and to introduce the new travel company, ten vacations for two were given away in random drawings. Trips awarded included a 12-day escorted tour to Vienna, Budapest, and Prague provided by Globus; a 10-day trip to Spain provided by Monograms; a 7-day Caribbean cruise provided by Celebrity Cruise Line, and a number of inaugural cruises on board the largest ship to sail the seas, Royal Caribbean's *Freedom of the Sea*.

Curves Travel services are currently available only in the U.S., with services for Canadian Curves members planned for the end of the first quarter of 2006.

### **About Curves Travel**

Curves Travel is the approved, licensed, travel management company of Curves and is committed to providing the highest level of service to Curves members and their families and friends.

The Curves Travel management team has more than 30 years experience in all facets of the travel industry and has selected only the best quality travel providers to handle the Curves travel experience. We know how busy you are and think planning your next dream should take less time than your 30-minute workout at Curves! For more information, please call 888.377.8613 or log onto [www.curvestravel.com](http://www.curvestravel.com).

### **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 largest fitness center franchise and the fastest growing franchise company in the world, according to the 2005 *Entrepreneur* Franchise 500. For more information, please visit: [www.curves.com](http://www.curves.com).