



**For Immediate Release**

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**CURVES INTRODUCES NEW ADVANCED WORKOUT**

Fit Curves Members Can Burn More Than 500 Calories in 30 Minutes

**WACO, TEXAS – June 2, 2006** – Curves International Inc., the world’s largest franchisor of fitness clubs, today announced the launch of its new Advanced Workout designed for women who are serious about their workout and are willing to put forth the extra effort necessary to achieve their fitness goals. Women performing the Curves workout can, according to Baylor University researchers, burn as many as 522 calories in just 30 minutes.

A team of Baylor researchers, led by Dr. Richard Kreider, Ph.D., FACSM, professor and chair of Baylor’s Exercise and Sport Nutrition Lab, has had the Curves program under close scientific scrutiny since the fall of 2002. Initial studies confirmed that the Curves program is effective at helping women lose weight, gain muscle strength and aerobic capacity, increase bone density, and raise metabolism. The latest study focused on the intensity of the workout and the number of calories burned by study participants. Results correlated directly to the fitness level of the participants and the intensity at which they exercised.

The fittest test subjects burned as many as 522 calories in 30 minutes. “As you progress and become more fit, your capacity for burning calories increases,” said Kreider.

Which is exactly what Curves’ Director of Research and Continuing Education, Cassie Findley, had in mind when she created the Advanced Workout. “The key to losing weight and maintaining it is to keep your body’s metabolism raised—something that doesn’t typically happen with conventional diets,” said Findley. “The more calories your body burns, the more food—healthy food, of course—you can eat without regaining lost weight. The Advanced Workout is designed for our active, healthy members to accelerate their progress and help them achieve results faster. It’s the basic principle of increased effort equaling increased results.”

Healthy, active Curves members that have been working out for three or more months can request an advanced workout assignment, which takes about 10 minutes. Based on age, heart rate, and perceived exertion, a Curves fitness instructor will prescribe a totally customized workout, which can be reassessed every quarter and adjusted as needed.

## **Curves Advanced Workout**

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“One of the really unique features of the Curves workout is that the intensity can adjust automatically to the fitness level of the person doing it,” said Kreider. “Not only does this help women stick with the program, but it helps them avoid injury while still permitting them to make substantial gains in weight control, fitness, and overall health.”

### **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. 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 almost 10,000 locations in 42 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](http://www.curves.com).

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