



Empower Ministries dba
CURVES - (PFMC)
Philadelphia
Fairmount, Manayunk, Chestnut Hill
856-513-5012

Curves Continues to Bring Thirty-Minute Fitness to the Community, Opening Doors to Good Health

Uplifting a Community of Women Promises a Different Approach to Fitness, Amazing Results for Members

May 29, 2007 — Waco, TX-based Curves International, Inc., the world's largest fitness center franchise, today announced the grand re-opening of its Curves locations in the Art Museum area (2333 Fairmount Ave.), the Manayunk area (4590 Main Street), and Market Square Plaza of Chestnut Hill (7733 Crittenden Street) Philadelphia, PA. These Curves centers are bringing to residents a supportive environment offering a thirty-minute fitness solution with a common sense weight loss program that helps break the weight loss cycle.

“We are excited to be a part of each community,” said General Manager, Darryl Montgomery. “Curves offers a comfortable, welcoming place where real women workout. Our facility is designed so women can encourage and support one another while moving around the circuit. We look forward to helping women in each community reach amazing results, both physical and emotional, through our Curves Workout program and support network.”

With the average person gaining three pounds a year, a reasonable workout regime that can fit into today's busy lifestyle of work and family is critical to help combat diabetes, osteoporosis, hypertension and other health risks that women can face. The Curves Workout program, designed by Gary Heavin and his wife and co-founder Diane, is utilized in all Curves locations. ***The system allows women of all ages and fitness levels to perform all five of the components of a complete fitness program, combining strength and cardiovascular training through hydraulic resistance.*** The experienced instructors at Curves offer one-on-one training, while members talk and inspire one another during the workout. Also, the comfortable, welcoming atmosphere has helped women of all fitness levels commit to an ongoing fitness program and achieve results.

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Curves Brings Thirty-Minute Fitness to Community – 2

Since the first Curves franchise opened in 1995, the organization has seen exponential growth, beginning with 44 locations in 1996 and expanding to more than 1,500 centers in 2000. In *Entrepreneur Magazine's* 2004 list of the top five hundred franchises, Curves was named the fastest growing franchise of any kind in the world, as well as the #2 overall best franchise. Today, Curves continues to establish itself among the premiere franchises and currently has more than 4 million members in more than 10,000 locations within the United States and internationally. With a Curves center opening every four hours on average, it has grown from just one franchise in 1995 to having one location for every two McDonalds in America. The grand re-opening of these locations is another indication of Curves' continued success as a viable way for women to get in shape and stay healthy while having fun.

Helping say goodbye to unhealthy lifestyles, unattainable diet resolutions and unreasonable fitness regimens gives women a new outlook on exercise and feeding their body properly. We look forward to providing women in each community a complete workout in only thirty minutes that will ensure they can stick to the program and sustain a healthy weight. Everyone who joins our Curves PFMC during one of our Grand Re-openings will receive a special discount:

| <u>Location</u> | <u>Address</u> | <u>Phone#</u> | <u>Grand Re-opening</u> | <u>Ribbon Cutting Ceremony</u> |
|-----------------|---------------------|---------------|--|--------------------------------|
| Fairmount | 2333 Fairmount Ave. | 215-236-3315 | June 18 th and 19 th | 10:00am |
| Manayunk | 4590 Main Street | 215-482-1116 | June 25 th and 26 th | 10:00am |
| Chestnut Hill | 7733 Crittenden St. | 215-242-3117 | July 2 nd and 3 rd | 10:00am |

For more information about Curves call 856-513-5012 or visit www.curvesinternational.com.