

by the makers of **Exquisite Form**[®]

CURVATION[®]

AMERICANS WANT TO SEE MORE CURVES

There's a new trend in America, and it's all about curves, according to a national *Celebrate your Curves* survey released by CURVATION, a line of sensual and liveable intimate apparel, from VF Intimates, created for curvaceous women. With CURVATION's enormous popularity and success, the brand has begun to expand distribution to Kmart and ShopKo stores nationwide, a huge milestone for the brand and curvaceous women everywhere.

The *Celebrate your Curves* survey, which celebrates the over 60 million curvaceous women in the United States, reveals that Americans are seeing curvaceous women in a brand new light. In fact, three-quarters of American women (73%) want the term plus-size replaced with a more positive term, and the most popular new term was "Curvaceous" (40%).

Americans increasingly want to see curvaceous, sexy women like Queen Latifah in the movies and on TV. According to the survey, more than three out of five women (62%) believe it is time curvaceous women had more prominent roles in film and TV. In fact, the majority of women find it easier to relate to curvaceous women on screen: more than half of women surveyed (53%) said that seeing these women in films and on TV help them feel better about themselves.

"Don't be afraid of the curves!" urges CURVATION spokesperson, Queen Latifah. "I am proud to be a curvaceous woman and represent a brand like CURVATION that embodies the strong spirit of sexy, curvaceous women everywhere."

Perhaps most surprisingly, women are not the only ones supporting curves; American men are, too. The survey reveals that five out of ten American men (49%) think curvaceous women are sexy and two out of five (42%) admit they are actually MORE attracted to curvaceous women. Additionally, a resounding seventy-percent of men say curvaceous women can be fit and healthy, and two out of five say there is 'nothing more natural than a curvaceous woman.'

"From our survey, we found that curvaceous women want to find lingerie to make them feel sexier (42%)," says Anne Jardine, Vice President and General Manager of CURVATION. "Based on the successful expansion into Kmart and Shopko stores, we are very excited to provide curvaceous women with a sensual and liveable line of lingerie to celebrate their curves."

Real women with real curves were the inspiration behind CURVATION, intimate apparel that celebrates curvaceous women by offering them everything they want in lingerie: beauty, function and comfort at affordable prices.

CURVATION is currently available at Wal-Mart stores and is now being distributed to Kmart and ShopKo stores nationwide.

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