

by the makers of **Exquisite Form**®

CURVATION®

CURVATION® SPOKESPERSON QUEEN LATIFAH EPITOMIZES NEW ATTITUDE OF CURVACEOUS WOMEN

Award-winning musician, Oscar-nominated actress, and author Queen Latifah was a natural choice when it came time to select a spokesperson for CURVATION, by the makers of EXQUISITE FORM®, the new line of sensual and liveable intimate apparel for curvaceous women. No one epitomizes the confident attitude of the curvaceous woman better than this one-woman entertainment conglomerate. Since bursting on to the music scene with her debut album, All Hail the Queen in 1989, Queen Latifah has been a highly visible reminder that curvaceous women should celebrate their curves.

With her face and figure gracing the pages of countless magazine covers and articles, Queen Latifah projects an image that perfectly matches that of the CURVATION consumer. Like Queen Latifah, curvaceous women are strong, confident and vibrant and asked for intimate apparel that celebrates their curves. CURVATION provides real women with easy care fabrics and innovative support technology, that makes them feel both beautiful and comfortable.

Just like CURVATION intimate apparel, Queen Latifah helps women feel sensual, confident, fashionable, and, most of all, real. She brings a strong message of empowerment to women and girls through her song lyrics, her motivational speeches, and her inspirational books, *Ladies First: Revelations of a Strong Woman*, published in 1999, and *Stay Strong: Simple Life Lessons for Teens*, to be published later this year.

One of music's most respected rappers, Queen Latifah has earned three Grammy nominations. In 1994, she won a Grammy for Best Solo Rap Performance for her top 20 hit, *U.N.I.T.Y.* Her company Flavor Unit Entertainment, which she operates with business partner Shakim Compere, managed some of the biggest names in music including LL Cool J and Outkast. Most recently, they launched their first record label, Flavor Unit Records along with the premier release "The Unit-Featuring Queen Latifah," in stores now. In early 2003, Queen Latifah will be the first artist to launch a solo project under the Flavor Unit Record label.

As a television and film actress, Queen Latifah has appeared in several movies since her screen debut in Spike Lee's *Jungle Fever* in 1992. Earlier this year, the talented actress wowed audiences alongside Renee Zellweger, Catherine Zeta-Jones and Richard Gere with the release of Miramax's smash hit, *Chicago*. Her portrayal of the *curvaceous* Mama Morton earned Queen Latifah her first-ever Oscar nomination in the Best Supporting Actress category, along with several other accolades including Screen Actor's Guild, Golden Globe and British Academy Film Award nominations. She can currently be seen in Disney's *Bringing Down the House* which she executive produced. The movie, co-starring Steve Martin, is earning rave reviews from critics and movie-goer's alike and is set to be another box office success!

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With recent TV appearances on several talk shows including the *Today Show*, *The View*, and *Good Morning America*, 2004 is shaping up to be a busy year for the actress. In February, Queen Latifah presented an award at the 45th Grammy Awards in New York, then went on to co-host the 17th Annual Soul Train Awards with Arsenio Hall, and most recently hosted Saturday Night Live.

Queen Latifah's previous work in *Set It Off* earned her a nomination for a Spirit Award in the Best Actress category. Other screen credits include co-starring with Holly Hunter and Danny DeVito in the critically acclaimed *Living Out Loud*, *The Bone Collector* with Denzel Washington and Fox Searchlight's romantic comedy *Brown Sugar* with co-star Taye Diggs. Her TV series, *Living Single*, was a huge success and is still in syndication.

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