The Tyra Banks Show and Curves

- "The Curves Challenge"
  - Five women had five weeks to lose weight by following a healthy lifestyle
  - Women received Curves trainers and a fitness plan
  - Grand Prize trip for two sponsored by Curves
- On-air Coverage
  - Tyra's call-to-action kick-off and five on-air callouts
  - The "Curves Spectacular" reveal show included:
    - Contestant workouts at their local Curves gym
    - Finalists and trainers discussing their workouts
    - Weight loss results and grand prize winner announced
    - Tyra drove viewers online where they could create their own fitness routine
    - Studio audience took home Curves gift bags
- Online
  - Contest signup at co-branded microsite on Tyrashow.com
  - Viewers tracked contestants' weight loss
  - Finalists shared stories on "The Curves Challenge Blog"
- Results
  - Online traffic spiked by 204% following on-air mentions
  - Received thousands of entries for the "Curves Challenge"

For more information, contact Michael Teicher
212.636.5310, Michael.Teicher@warnerbros.com