

News Release

FOR IMMEDIATE RELEASE

August 30, 2007

Contact: Jean Shepherd

314.743.5520

Jean.shepherd@fig.com



Kansas Citizens Recognize fig. Medical Director

Dr. John Hiebert selected as one of Kansas City's Best Plastic Surgeons

August 30, 2007--Kansas City, KS – Fig., the leader in medically supervised body shaping, is pleased to announce that Dr. John Hiebert, was nominated as one of the top five plastic surgeons to be recognized as the “Best of KC Plastic Surgeon” Saturday at *KC Magazine's* Gala at the Starlight Theater. Dr. Hiebert serves as fig.'s Kansas Medical Director.

“We are very delighted to have a physician of Dr. Hiebert’s caliber lead and direct the Kansas City fig. center,” said Rob Semaan, chief executive officer of fig.'s management company. “Any medical procedure is only as good as the medical professional delivering that care, and fig. patients are proof that when the latest medical technology is coupled with outstanding medical expertise, they’re the ones who benefit.”

The “Best of KC” awards are all determined by popular vote. Hiebert was nominated as a finalist to the Best Plastic Surgeon category by a select group of more than 500 influential Kansas City residents.

“I am honored to be recognized by my peers and colleagues here in Kansas City,” said Dr. Hiebert. “As doctors, our most important constituent is the patient. Whether it’s through a surgical procedure or a breakthrough non-surgical therapy in cosmetic medicine, my experience in the field of plastic surgery has taught me that my most important duty is to my patients and their individual needs, I’ve never forgotten that.”

Fig.'s integrated approach to medical body shaping encompasses the latest medical technologies to provide individual solutions for patients to achieve their beautiful shape. Fig. uses only the most advanced, proven technologies, such as *Advanced LipoDissolve™*, Personalized Body Management, the *FinerForme Laser™* and *Smartlipo™*.

###

About fig.

Fig., the leader in medically supervised body shaping, operates and manages 15 body shaping centers throughout the United States. Under the direction of leading, board certified plastic surgeons, fig. provides individualized body shaping services to tens of thousands of patients. Fig.'s highly trained medical staff uses the latest medically supervised body shaping technologies like *Advanced Lipodissolve™* and Personalized Body Management, to help each patient achieve their ideal shape. Fig. is headquartered in St. Louis, Mo., and employees over 500 people across the country. For additional information please visit <http://www.fig.com>.