

News Release

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Contact: Jean Shepherd
314.743.5520
Jean.shepherd@fig.com



fig. Secures Funding from Bessemer Venture Partners

Sept. 6, 2007 – ST. LOUIS, Mo. – **Fig.** (<http://www.fig.com>), the leading authority in medically supervised body shaping, today announced that it has completed a recapitalization of the company and secured an eight-figure capital investment from **Bessemer Venture Partners** (BVP) (<http://www.BVP.com>).

BVP's investment in the company results in a minority equity ownership interest, with the goal of providing additional working capital for fig. BVP Managing Partner, Rob Stavis, has also joined fig.'s Board of Directors.

"Fig's leadership in the rapidly expanding medically supervised body shaping industry piqued our interest as a company poised for great success," said Stavis. "We closely monitored fig.'s strong growth and dedicated approach to providing a platform of products and services to meet patients' body shaping needs and decided to invest in the company."

Fig. is leading the medically supervised body shaping industry by offering the latest procedures and services in cosmetic medicine and advanced nutrition and fitness programs based on the latest medical research. Fig.'s highly trained medical staff, under the direction of board-certified plastic surgeons offers the latest medically supervised body shaping technologies like *Advanced LipoDissolve*[™] (<http://fig.com/ourservices-ald.html>) and Personalized Body Management (<http://fig.com/ourservices-pbm.html>) to help each patient achieve their body shaping goals.

"We are honored to have been approached by BVP, one of the country's oldest and most respected venture capital firms," said Rob Semaan, fig. CEO. "BVP has a history of supporting the entrepreneurial spirit, and we are highly appreciative of its belief in fig.'s mission and vision."

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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 patients across the country. Fig. is headquartered in St. Louis, Mo., and employs over 500 people. For additional information, please visit <http://www.fig.com>.

About Bessemer Venture Partners

Bessemer Venture Partners is one of the longest-standing private venture capital operations in the country. With more than a billion dollars under management, BVP has almost a century's experience of investing in and helping to build

innovative, high-growth companies. Many leading innovators, including Parametric Technology, Ciena, VeriSign, Staples, Sonus Networks, and Gartner, selected BVP as their early-stage venture partner. BVP has offices in the New York, Massachusetts, California, India and China. To learn more, please visit <http://www.bessementures.com>.

