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**Deepak Chopra, M.D. to keynote BOLD 2016, the MINDBODY Conference**

World-renowned expert and pioneer in mind-body medicine to kick off two-day user conference

**San Luis Obispo, CA – June 9, 2016** – MINDBODY, the leading provider of cloud-based business management software for the wellness services industry, has announced that integrative health expert Deepak Chopra, M.D. will serve as the opening keynote speaker at the company's annual user conference, [BOLD](#), to be held October 5-6, 2016 at the Loews Hollywood Hotel in Hollywood, CA.

Chopra will address the largest gathering of MINDBODY clients ever assembled from around the world - wellness practitioners and business owners who use MINDBODY software to run, market and build their businesses. He will share his thoughts on the future of wellness, and the transformational impact healthier lifestyle choices can have, even on a cellular level, within the human body.

"These practitioners are the very people who are breathing life into the future of wellness – improving the overall health of people around the world, one community at a time," said Chopra. "I'm honored to kick off this conference dedicated to helping them fully realize their dreams and those of the people they serve."

Chopra is the founder of [The Chopra Foundation](#) and Co-founder of The Chopra Center for Wellbeing, organizations dedicated to improving the overall wellness – mind, body and spirit – of the entire human family through healing, education and personal transformation. The author of more than 80 books, including 22 *New York Times* bestsellers, Chopra is widely recognized as a leading expert in holistic wellness. He has been described by *TIME* magazine as "one of the top 100 heroes and icons of the century" and a global internet survey by *The World Post* and *The Huffington Post* ranked Chopra the 17<sup>th</sup> top influential thinker in the world and the first in Medicine.

"Dr. Chopra has revolutionized how the world views health and wellness," said Rick Stollmeyer, MINDBODY CEO and Co-founder. "Every day, Deepak's work is opening hearts and minds around the world, teaching people how to live healthier, happier lives. We are honored to feature Deepak as our opening keynote speaker, and look forward to the impact his words will have on the over 277,000 wellness practitioners and business owners we serve."

BOLD brings together practitioners from the full spectrum of disciplines within the wellness services industry – from fitness to wellness to beauty. The conference offers educational seminars on a range of topics, including marketing, social media and customer retention, as well as a variety of networking events and wellness experiences.

Registration for BOLD is now open with early pricing available through June 30, 2016. Special group discounts are available. Learn more at [www.boldmindbodyconference.com](http://www.boldmindbodyconference.com).

**About MINDBODY**

MINDBODY, Inc. (NASDAQ: MB) is the leading provider of cloud-based business management software for the wellness services industry and an emerging consumer marketplace. Over 53,000 local businesses

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and 277,000 wellness practitioners in over 130 countries and territories use MINDBODY's integrated software and payments platform to run, market and build their businesses. These practitioners provide a variety of wellness services to approximately 29 million active consumers who use the MINDBODY platform to more easily evaluate, engage and transact with them to live healthier and happier lives. For more information, visit [mindbodyonline.com](http://mindbodyonline.com).

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