



FOR IMMEDIATE RELEASE
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A meeting of the minds...and bodies!

Organizers of the Body-Mind-Spirit Educational Conference today announced a new partnership with MINDBODY, Inc., the leader in business management software for the wellness industry. Now in its ninth year, the conference is a world-wide educational event for teachers of mind-body movement, including Pilates, Gyrotonic® and Yoga. The event will be held in Santa Clara, California from April 13-18, 2010.

“We are excited to partner with Body-Mind-Spirit, which puts on the premier educational event for mind-body practitioners,” announced Robert Murphy, Chief Sales and Marketing Officer for MINDBODY.

Recently ranked 370th on *Inc. Magazine*’s 500 fastest growing companies and 21st in the software industry, MINDBODY delivers innovative business management software to more than 6,000 yoga, Pilates, salon, spa and martial arts businesses in 57 countries. “Our knowledge of the business side of wellness, combined with educational know-how of Body-Mind-Spirit, is going to provide attendees with whole new level of conference content they can use to enhance their businesses and assist their clients,” said Murphy. As part of the partnership, MINDBODY will underwrite portions of the conference cost, bring on new sponsors and exhibitors, and help promote the event.

Renee Monroe, Body-Mind-Spirit’s founder and director, will continue her leadership role in the organization, programming and day-to-day operations of the conference. “It has always been my vision to provide a unique educational forum for teachers of mind-body movement, where they can further their education goals, network with their peers, find new products and share their passion for movement and healthy living.”

Conference and Pre-Conference Overview

An entirely new concept in the field of Pilates and Gyrotonic® education, the Body-Mind-Spirit Educational Conference was created in 2001 to bring together different schools and educators to share their work with hundreds of other teachers who wanted to expand their knowledge. Studio owners, health club management and teaching professionals attend the event to deepen their knowledge, be inspired, network and continue to grow their business skills.

The April 2010 conference will offer more than 150 workshops and practice classes in the areas of Pilates, Gyrotonic®, Franklin Method, Yamuna Body Rolling, Feldenkrais, Alexander Technique and Somatic Movement. Classes will be taught by 40 of the world’s foremost presenters, including Leslee Bender, Madeline Black, Kathy Corey and

Kyria Sabin. The event will also offer an exhibit hall filled with wellness products and services.

In addition, MINDBODY will offer a three-day pre-conference, April 13 – 15, to its current clients, focused on “The Business of Wellness.” The pre-conference will offer participants strategies for improving their businesses, including client management, marketing, e-commerce, accounting and membership packages. Workshops on these same topics will also be available to all attendees as part of the main educational conference, April 16 - 18.

Registration Information

To register for “MINDBODY Presents: The 2010 Body-Mind-Spirit Educational Conference,” go to www.bodymindexpo.com/product.htm. To register for the MINDBODY University pre-conference, email mbu@mindbodyonline.com or call (805) 476-2708 for more information.

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For more information, contact:

Renee Monroe, 408 234-8696
Body-Mind-Spirit Founder

Meg McCall, 805 476-1245
MINDBODY, Inc.