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FOR IMMEDIATE RELEASE

MINDBODY Surpasses 10,000 Clients

SAN LUIS OBISPO, CA - Launched in 2001 amid garden tools and old bicycles in the garage of its founder and CEO, Rick Stollmeyer, MINDBODY's humble beginnings could not have foretold the success the company would eventually experience. Today, with offices in San Luis Obispo, CA, New York and the United Kingdom, MINDBODY, which provides web based business management software for fitness, spa, dance and related personal services businesses, has recently surpassed the 10,000 client benchmark.

On September 27, the company acquired its 10,000th business customer, [CrossFit Adventure](#), co-owned by Nathan Brammeier and Carolyn Scalia, located in Concord, CA. "The main reason we went with MINDBODY is that it's a one stop shop: it handles client management, business management, and so much more," said Brammeier. "I'm good at what I do as far as the gym is concerned, but I needed to know more about the business aspect. Instead of having to buy two or three different kinds of software, I can do all those things in one place. That's what appealed to us about MINDBODY."

MINDBODY is presently increasing its business client base at a 69% year-over-year rate, making it the fastest growing software provider in the health and wellness market. "Our mission is leveraging technology to improve the health and wellness of the world. We accomplish this mission by applying the unique power of the Internet and mobile devices to enable the best business practices of our clients. We help them boost their bottom line and better focus on their customers," said Stollmeyer. "Our affordability, combined with our track record of delivering on this mission, has rapidly accelerated our growth in recent years."

The company's journey has been one of steady growth and innovation. In 2001 MINDBODY began with traditional desktop software enhanced by web-enabled data synchronization – a ground breaking capability for small businesses at the time. In 2002 the company released the industry's first web-based client scheduling tool that synchronized with the desktop studio management platform. By 2005 MINDBODY reaffirmed its stance as an industry leader with the release of its fully web-based Software as a Service (SaaS) solution, the first of its kind in wellness markets.

This year, MINDBODY was ranked 59th in the software industry on *Inc Magazine's* 5000 list of fastest growing companies, named among the 100 most innovative technology companies in North America by Red Herring, and listed by *Outside Magazine* as among The 50 Best Places to Work in America.

The company has nearly 200 employees, clients in 62 countries and over \$10 million in annual revenues; MINDBODY will continue its commitment to “leveraging technology to improve the health and wellness of the world.”

About MINDBODY

MINDBODY provides business management software to yoga and Pilates studios, fitness facilities, spas, salons and other retail clients, giving them the ability to conduct ecommerce and their customers the ability to book and pay for appointments and classes (e.g., haircuts, personal training) directly over the Internet. A subscription to the online software includes training, daily backups, redundant off-site data storage, a suite of mobile applications, automated feature updates and unlimited support seven days per week, starting as little as \$35 per month. www.mindbodyonline.com

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