



4051 Broad Street Suite 220
San Luis Obispo, California 93401

1.877.755.4279 | MINDBODYONLINE.COM

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Media Contact: Jennifer Saxon

jennifer.saxon@mindbodyonline.com

805-419-2839

Jillian Michaels to keynote BOLD 2016, the MINDBODY Conference

Fitness expert and coach to kick off second day of business seminars on October 6 in Hollywood, CA

San Luis Obispo, CA – May 31, 2016 – MINDBODY, the leading provider of cloud-based business management software for the wellness services industry, has announced that fitness expert Jillian Michaels will serve as a 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.

Michaels will kick off the second day of the conference, sharing lessons learned about how best to motivate and build strong client relationships – a topic that is top of mind for the hundreds of wellness practitioners expected to attend. BOLD brings together the largest gathering of MINDBODY software subscribers from around the world representing the full spectrum of disciplines within the wellness services industry – from fitness specialties like yoga and mixed martial arts to wellness practices like acupuncture and meditation to beauty businesses like salons and spas.

“Jillian Michaels’ success as a coach, business owner and fitness brand inspires so many of our subscribers,” said Rick Stollmeyer, MINDBODY CEO and Co-founder. “We are thrilled to include her as one of our featured keynote speakers. The insights she will share are sure to be incredibly helpful to our attendees as they continue to navigate their individual business journeys.”

Michaels is a best-selling author, Daytime Emmy-nominated television personality, entrepreneur and one of the nation’s leading health and wellness experts. She has been a fitness and wellness coach for over 20 years, inspiring millions of people through every form of media, from TV and web to books, DVDs and video games.

Michaels and other speakers at BOLD will share their experience and expertise on a range of topics – from consumer marketing and social media tactics, to retention strategies and leadership techniques. Educational seminars are complemented with the latest updates on MINDBODY products and 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.

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, with over 53,000 local business subscribers in over 130 countries and territories. These subscribers provide a variety of wellness services to approximately 29 million active consumers. MINDBODY’s integrated software and payments platform helps business owners in the wellness services industry run, market and build their businesses. MINDBODY also helps consumers more easily evaluate, engage and transact with these businesses, enabling them to live healthier and happier lives. For more information, visit mindbodyonline.com.

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