

FOR IMMEDIATE RELEASE

March 26, 2018

Media Contact: Tracy Richmondtracy.richmond@mindbodyonline.com

805-586-3226

Billie Jean King to Keynote BOLD 2018, the MINDBODY Conference

Sports icon and equal rights activist will headline annual conference for wellness and beauty professionals

San Luis Obispo, Calif. – March 26, 2018 - MINDBODY (NASDAQ: MB), the leading technology platform for the wellness services industry, has announced that Billie Jean King will serve as the opening keynote speaker at the company's annual conference, BOLD. The premier conference for businesses and professionals within the dynamic wellness services industry, will be held September 18-20, 2018 at the Hilton San Diego Bayfront.

Author, activist and sports icon, King will deliver her keynote September 19, sharing a lifetime of stories about equality, inclusion and the importance of connecting with others.

"Billie Jean King is the definition of a trailblazer, and we are thrilled to have her join us for BOLD 2018," said Rick Stollmeyer, MINDBODY CEO and co-founder. "Like so many of our customers who are helping people lead healthier and happier lives, Billie Jean King inspires people to live their best lives and be their authentic selves."

King has long been a champion for social justice and equality. Winning thirty-nine Grand Slam titles during her career, she was one of nine players in 1970 to break away from the tennis establishment and accept a one-dollar contract to compete in the newly created Virginia Slims Series. This led to the birth of women's pro tennis and the formation of the Women's Tennis Association.

In 1973, King participated in a pivotal moment in sports history when she defeated Bobby Riggs in the famous match dubbed "The Battle of the Sexes." Named one of the "100 Most Important Americans of the 20th Century" by *Life* and a 2009 recipient of the Presidential Medal of Freedom, King is also the founder of the Women's Sports Foundation, the Billie Jean King Leadership Initiative and author of *Pressure is a Privilege: Lessons I've Learned from Life and the Battle of the Sexes*.

King will provide BOLD attendees with insights into these historic moments and more in her opening keynote address. BOLD brings together business owners, practitioners and experts from across the wellness services industry, from fitness to beauty to integrative health, to network together and explore new ways to help their businesses thrive.

The conference offers educational sessions on a range of topics including marketing, social media and customer retention, as well as a variety of networking opportunities and unique wellness experiences. Registration for BOLD 2018 is now open with early pricing available through June 22, 2018. Special group discounts are available. Learn more at www.boldmindbodyconference.com.

About MINDBODY

MINDBODY, Inc. (NASDAQ: MB) is the leading technology platform for the wellness services industry. Local wellness entrepreneurs worldwide use MINDBODY's integrated software and payments platform to run, market and build their businesses. Consumers use MINDBODY to more easily find, engage and transact with wellness providers in their local communities. For more information on how MINDBODY is helping people lead healthier, happier lives by connecting the world to wellness, visit mindbodyonline.com

###

© 2018 MINDBODY, Inc. All rights reserved. MINDBODY, the Enso logo, BOLD and Connecting the World to Wellness are trademarks or registered trademarks of MINDBODY, Inc. in the United States and/or other countries. Other company and product names may be trademarks of the respective companies with which they are associated.