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Michelle Obama revealed as Keynote Speaker at BOLD 2018, the MINDBODY Conference

San Luis Obispo, Calif. – May 31, 2018 – [MINDBODY](#) (NASDAQ: MB), the leading technology platform for fitness, beauty and wellness services, today announced that former First Lady, Michelle Obama, will join MINDBODY's CEO and co-founder, Rick Stollmeyer, for a fireside chat during the company's annual BOLD conference. This premier event for fitness, beauty and wellness business owners and professionals will be held September 18-20, 2018 at the Hilton San Diego Bayfront.

"In so many ways, Michelle Obama embodies MINDBODY's purpose of connecting the world to wellness," said Stollmeyer. "Both a powerful role model and passionate activist for youth wellness, she shares the same drive as the businesses we support: bringing communities together to help people live healthier, happier lives."

Scheduled for September 19, Mrs. Obama and Mr. Stollmeyer will discuss Mrs. Obama's personal story, her policy initiatives, her passion for wellness today and her vision for the future.

In 2010, after learning that nearly one in three children in the United States was overweight or obese, Mrs. Obama launched [Let's Move!](#), a comprehensive initiative to inform parents and children about healthy choices, including providing healthier food in schools and helping children become more physically active. That same year, Mrs. Obama began serving as the honorary chair of [Partnership for a Healthier America \(PHA\)](#), which is devoted to working with the private sector to ensure the health of our nation's young people.

[MINDBODY and PHA recently announced their partnership](#) to expand wellness programs on college campuses and in the workplace. In addition, MINDBODY recently launched [Make America Well](#), a call to action for business leaders to play a greater role in the wellbeing of their employees.

"As a mother and First Lady, Mrs. Obama has inspired millions of us to be better people," continued Stollmeyer. "MINDBODY and the fitness, beauty and wellness businesses we serve are committed to helping millions more."

The annual BOLD 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 fitness, beauty and wellness services industries. Local 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 fitness, wellness and beauty providers in their local communities. For more information on how MINDBODY is helping people lead healthier, happier lives by connecting the world to fitness, beauty and wellness, visit mindbodyonline.com.

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