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FOR IMMEDIATE RELEASE

May 9, 2017

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Earvin “Magic” Johnson to Keynote BOLD 2017, the MINDBODY Conference

NBA Legend, entrepreneur and philanthropist to speak on the magic of caring for others

San Luis Obispo, Calif. – May 9, 2017 – [MINDBODY](#) (NASDAQ: MB), the leading technology platform for the wellness services industry, has announced that NBA Legend Earvin “Magic” Johnson, will serve as keynote speaker at the company’s annual conference, [BOLD](#), to be held September 27-29, 2017 at the Hilton San Diego Bayfront in San Diego, CA.

Johnson will keynote the final day of the BOLD conference, September 29, speaking to an audience of 1,500 wellness practitioners about “The Magic of Winning” and “The Magic of Caring for Others.” The two-time Basketball Hall of Fame Inductee and current President of Basketball Operations for the Los Angeles Lakers, will share his entrepreneurial expertise that has made him a successful business owner in multiple ventures. Additionally, Johnson will discuss how giving-back is a key factor to being a successful leader, and how even the smallest efforts can empower others.

Johnson is Chairman and CEO of Magic Johnson Enterprises which provides products and resources to underserved urban communities. Additionally, he serves as Chairman and Founder of the Magic Johnson Foundation, where his commitment to transforming urban America continues through HIV/AIDS awareness and prevention programs, community empowerment centers and the Taylor Michaels Scholarship Program.

“Magic’s success both on-and-off the court is unrivaled, and we are honored to have him keynote this year’s BOLD conference. His business and leadership insights will directly connect with our attendees, who are also committed, hard-working entrepreneurs,” said Rick Stollmeyer, MINDBODY CEO and Co-founder. “His dedication to helping others is inspiring and is sure to motivate our attendees to make change that will positively impact their businesses, their clients and their communities.”

BOLD brings together business owners, practitioners and experts from across the wellness services industry, from fitness to beauty to integrative health, to learn, network and gain a greater understanding of best practices that can 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 2017 is now open with early pricing available through June 23, 2017. 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 leveraging technology to improve the wellness of the world, visit mindbodyonline.com.

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