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**MINDBODY app offers flexible fitness and wellness class pricing nationwide
*New dynamic pricing surfaces the right fitness class, at the right time, for the right price***

San Luis Obispo, Calif. – January 3, 2018 – Just in time for the new year fitness resolutions, **MINDBODY** (NASDAQ: MB), the leading technology platform for the wellness services industry, is making fitness classes more accessible to millions with dynamic pricing.

MINDBODY App users nationwide can now find dynamically-priced classes using the ‘Last Minute Offers’ button located on the home screen, which surfaces nearby classes offered in the next 48 hours at special rates.

“There is a rich diversity of fitness experiences available for people today, and dynamic pricing enables anyone to find the right class for the right price nearby,” said Rick Stollmeyer, MINDBODY CEO and Co-founder. “This is a powerful new capability that’s a win-win for both studios and fitness seekers. Dynamic pricing will get more people into the studios exercising regularly and allow studios to fill their existing classes, while adding new ones.”

The MINDBODY App enables its millions of users to discover, book, recommend and pay for fitness and wellness classes and appointments, wherever they are. Last Minute Offers facilitate choice and convenience across the diverse, ever-increasing breadth of classes offered on the MINDBODY App.

Dynamic pricing gives studio owners the ability to set individual class prices to adjust in real-time based on historical data, popularity and other factors - allowing them to harness the power of supply and demand to fill their classes.

With this technology, boutique fitness and wellness studio owners have the power to optimize their class inventory and earn more revenue, while helping more people reach their fitness goals. It also presents a new opportunity to convert occasional customers to regulars by reaching a broader audience of price sensitive consumers.

“At MINDBODY we are a purpose-driven team,” continued Stollmeyer. “That purpose is to help people lead healthier, happier lives by connecting the world to wellness. Dynamic pricing is the crystallization of this very idea. A simple concept, that can have enormous impact on the number of people engaged in wellness activities.”

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.

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