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FOR IMMEDIATE RELEASE

Jonathan & George Salon selects MINDBODY software

Jonathan Antin signs as both client and endorser

San Luis Obispo, CA – July 31, 2013 – Jonathan & George Salon in Beverly Hills – the flagship salon for celebrity stylist Jonathan Antin and renowned colorist Amanda George – has selected MINDBODY software for its salon management needs.

“With MINDBODY, I don’t have to worry about whether or not my business is running smoothly. I don’t have to sort through a mountain of emails, or call long meetings with my staff to get basic questions answered. Those are the problems that used to keep me up at night,” said Antin. “Not anymore.”

Jonathan & George Salon has built a reputation in the salon industry for creating the most coveted hairstyles in Hollywood. Over the course of their combined careers, they have worked with the likes of Madonna, Jennifer Lopez, Christy Turlington, Leonardo DiCaprio and Kate Hudson. Antin’s success led him into his starring role on the reality television series *Blow Out*, which chronicled his life for 3 years as a dedicated salon owner and celebrity stylist. His business partner, Amanda George, stands as one of the most sought after colorists in the industry. Together, the duo have the power to not only set stylistic trends, but also to influence salon owners in their technology choices as web and mobile management tools grow in demand.

“As an influential stylist, I want to encourage salon industry professionals to embrace the power of technology. As a stylist, your time should be focused on creating beautiful hair -- MINDBODY will take care of the rest,” said Jonathan Antin.

Shortly after subscribing as a client, Jonathan Antin signed on with MINDBODY to publicly endorse the software, with plans to promote its cutting-edge web and mobile app solutions to the salon industry at large.

“We’re thrilled that Jonathan Antin will serve as our spokesperson for the salon industry,” said Rick Stollmeyer, CEO at MINDBODY. “Jonathan is one of the best hairstylists in the world, and famously passionate about making his clients feel better about themselves when they look in the mirror. As a leader in the wellness space, we believe that beauty is an integral part of complete wellness, allowing for a person to look and feel their best. We’re committed to helping salon professionals practice their craft and focus on creating beauty, without having to worry about the administrative details that come with the business.”

MINDBODY enables salon owners and stylists to simplify their operations, increase revenue and better serve their clients. Its web-based and mobile solutions centralize all management needs into one easy-to-use system that includes online booking, inventory management, payroll, retail point-of-sale, merchant account processing, and a suite of powerful marketing and client retention tools. Clients receive free set-up along with training sessions and unlimited technical support. The MINDBODY mobile app -- MINDBODY Express-- allows for salon management on-the-go.

About MINDBODY

MINDBODY has led the health and wellness industry in software development since its founding. Over 470,000 practitioners at 26,000 locations in 87 countries use MINDBODY, and more than 1,200 additional locations are adopting the software each month, making it the fastest growing SaaS provider in the health, fitness and beauty

industry. MINDBODY has been listed on the Inc. 500/5000 list as one of the fastest growing companies in the U.S. for the past five consecutive years.
www.mindbodyonline.com/salon

About Jonathan & George Salon

Jonathan and George offers all the glamour and sophistication of a Beverly Hills Salon. The stunning space is elegant yet modern, exuding a serene tranquility that enhances the beauty experience for their clientele. Complimenting their elite level of service and alluring décor, the salon boasts a Provence-style private outdoor retreat, a full cappuccino and beverage station, and an expertly curated selection of retail product.

<http://www.jonathanandgeorge.com/>