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MINDBODY partners with lululemon to build om finder app

MINDBODY Finder technology powers new social app for finding local yoga classes

San Luis Obispo, CA –April, 23 2013 – MINDBODY, the largest provider of online business management software to the health and wellness industry, has partnered with the Canadian-based athletic apparel company lululemon to launch the om finder app, now available in iTunes. Produced by lululemon athletica and powered by MINDBODY’S Finder technology, the om finder app marks the first major digital initiative for lululemon as part of their commitment to create more hyper-local experiences for their guests.

“We’re privileged to provide the engine behind lululemon’s om finder app, helping to spread awareness of yoga’s health benefits to the company’s consumers worldwide,” said Rick Stollmeyer, MINDBODY’s co-founder and CEO. “At MINDBODY, we’re always looking for additional opportunities to leverage our technology to help improve the health and wellness of the world. Through lululemon’s close-knit communities, we can do that at a more intimate level through the company’s local yoga studio networks.”

Om finder allows users to search for MINDBODY yoga studios on a map, mark their favorite classes and manage their schedules. Users can invite friends to join in on a class by sending a text, tweet, email, or Facebook message through the app. The data of studio classes, locations and instructors is generated from MINDBODY’s client network which consists of over 25,000 health, wellness and beauty businesses around the world.

In the first week of om finder’s launch, the app secured the top spot in the Health and Fitness category on Apple’s App Store in Canada, and third spot in the U.S. category.

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MINDBODY – Lululemon om finder app (cont.):

Om finder uses MINDBODY's Finder technology which works by geotagging the physical addresses of MINDBODY's yoga studio clients and combining their geolocation with real time class descriptions and schedules. When consumers search om finder for yoga studios nearby, studios in that area appear at the top of their search results, allowing the consumer to effortlessly find classes closest to them.

The listed businesses benefit as well: by having their studio information show up on all of MINDBODY's mobile applications and high-traffic Finder Partner web sites, exposure to consumers increases exponentially.

About MINDBODY

MINDBODY has led the health and wellness industry in software development since its founding. With more than 900 business locations added to its network each month, MINDBODY is the fastest growing SaaS provider in the beauty, health, and wellness markets. It's comprehensive, online solution brings all business needs under one roof, and mobile versions of the software allow for management on the go. 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/yoga

About lululemon

lululemon athletica is a yoga-inspired athletic apparel company that creates components for people to live long, healthy and fun lives. By producing products that help keep people active and stress free, lululemon believes that the world will be a better place. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit www.lululemon.com.

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