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MINDBODY acquires HealCode

Global wellness tech company adds new web-engagement tools to its product line

San Luis Obispo, CA – September 6, 2016 – MINDBODY, the leading provider of cloud-based business management software to the wellness services industry, and an emerging consumer marketplace, announced today the acquisition of one of its most successful technology platform partners: Austin-based HealCode. Through this acquisition, MINDBODY adds powerful, new customer engagement and marketing tools to its suite of business and consumer solutions.

More than 7,500 of MINDBODY's over 55,000 subscribers have adopted HealCode to enable real-time customer engagement directly within their websites and social media channels. HealCode's consumer-facing "website widget" solutions match the look and feel of the business' website and Facebook page, and are seamlessly synced with MINDBODY's business management solution. HealCode technology integrates easily with the most popular CMS website platforms, including WordPress, Squarespace, Wix, Weebly, Drupal, GoDaddy and close to 50 others.

By embedding their MINDBODY class and appointment schedules within their web and social sites, wellness businesses create a seamless online experience for their customers. This helps to promote more online bookings of their services: from acupuncture to indoor cycling, color highlights to massage, and martial arts to yoga. HealCode's functionality also allows businesses to capture new customer and prospect information within MINDBODY's management system, making that information instantly available for automated marketing campaigns and prospect outreach.

"This acquisition, combined with our prior acquisition of Fitness Mobile Apps, and our development of the MINDBODY app, gives our subscribers an omnichannel online presence," said Rick Stollmeyer, MINDBODY CEO and Co-Founder. "Our goal is to provide them with easy-to-use, impactful digital tools that help them craft a customer experience unique to their brand, filling their class and appointment books."

MINDBODY acquired Fitness Mobile Apps in 2015, adding custom-branded native mobile apps to its capabilities, later renaming the product MINDBODY Engage. Since that acquisition, MINDBODY has increased client adoption of the branded apps by nearly 250%.

About MINDBODY

MINDBODY, Inc. (NASDAQ: MB) is the leading provider of cloud-based business management software for the wellness services industry and an emerging consumer marketplace. Over 55,000 local businesses and 316,000 wellness practitioners in over 130 countries and territories use MINDBODY's integrated software and payments platform to run, market and build their businesses. These practitioners provide a variety of wellness services to approximately 31 million active consumers who use the MINDBODY platform to more easily evaluate, engage and transact with them to live healthier and happier lives. For more information, visit mindbodyonline.com.

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