



4051 Broad Street Suite 220  
San Luis Obispo, California 93401

1.877.755.4279 | MINDBODYONLINE.COM

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**Media Contact:**

Georgia Suter

[georgia.suter@mindbodyonline.com](mailto:georgia.suter@mindbodyonline.com)

805.419.2856

**Business Management Goes Mobile with MINDBODY Express**

*Online software provider launches new app for health, wellness and beauty businesses*

**San Luis Obispo, CA – May 8, 2013** – MINDBODY, the largest global provider of [online business management software](#) to the beauty, health and wellness industry has released MINDBODY Express, a mobile app extension of its core software which allows businesses to manage day-to-day tasks on-the-go.

MINDBODY Express increases the personal nature of business management by taking the front desk out of client interactions completely. Class and appointment check-in, client sign-up, point of sale, mobile credit card payments, digital signatures, and client photos can all be completed on a smartphone, anywhere and any time, improving the quality of staff-to-client interactions and providing business owners the flexibility to manage from any location.

“In the beauty, health and wellness industries, there’s always a consultation between the staff and client to discover what the client’s needs and goals are. There’s nothing more personable than being able to create a plan, schedule the client and process their payment right in front of them- in what’s called ‘the customer comfort zone,’” said Rick Stollmeyer, MINDBODY’s cofounder and CEO.

With mobile usage predicted to overtake internet usage by 2014, according to Mary Meeker’s 2012 Internet Trends Report, MINDBODY is readying its client base to capitalize on the mCommerce revolution from all angles, both internally and externally.

In addition to providing competitive advantages from a business management standpoint, the mobile app provides enhanced security- when internet connectivity fails, businesses owners and staff can still access their business data and continue to run systems on MINDBODY Express. MINDBODY subscribers that currently use MINDBODY’s Biz Mode mobile app will be able to download MINDBODY Express as a new and improved method for mobile management.

[MINDBODY Express](#) for the iPhone is currently available for free in iTunes. The Android version is in progress and additional functionality including integrations for contracts and gift cards is

coming soon.

**About MINDBODY**

MINDBODY has led the health and wellness industry in software development since its founding. Over 24,000 locations in 81 countries are managed by MINDBODY's web and mobile software and more than 900 business locations are added to its network each month, making it 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](http://www.mindbodyonline.com)

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