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FOR IMMEDIATE RELEASE

February 12, 2015

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Software Veteran Graham Smith Appointed to MINDBODY Board of Directors

San Luis Obispo, CA – February 12, 2015 – MINDBODY, a leading global platform for businesses and consumers in the wellness industry, today announced the appointment of Graham Smith to its Board of Directors.

Smith joins MINDBODY with more than 25 years of experience as a financial executive in the software industry. He has been instrumental in the growth of several of the software industry's leading companies, including Salesforce, where he served as Executive Vice President and Chief Financial Officer from 2008 to 2014. Prior to joining Salesforce, Smith served as Chief Financial Officer at Advent Software from 2003 to 2007. Smith holds a B.Sc. from Bristol University in England and is qualified as a chartered accountant in England and Wales. He currently serves on the board of directors of Splunk, the leading platform for operational intelligence.

"Graham brings to MINDBODY a wealth of software experience," said MINDBODY CEO and Co-founder Rick Stollmeyer. "In particular, his time as CFO of Salesforce, the world's #1 CRM company, will enable him to offer valuable insights for a SaaS business like MINDBODY."

"I am incredibly impressed by MINDBODY's commitment to the wellness industry," said Smith. "I am excited to work with an industry-leading team to change the way businesses and their consumers interact with wellness services in an increasingly mobile world."

About MINDBODY

MINDBODY has been at the forefront of software development in the wellness industry since its founding in 2001. The company was the first in its industry to offer multi-location desktop management software, online booking and a fully web-based SaaS business management system. Its mobile business management app, *MINDBODY Express*[™], was released in 2012, and its consumer booking app, *MINDBODY Connect*[™], was launched in 2013. www.mindbodyonline.com

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