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MINDBODY Acquires FitMetrix*Company adds cutting edge performance tracking solutions to growing wellness services tech platform*

San Luis Obispo, Calif. – February 20, 2018 – [MINDBODY](#) (NASDAQ: MB), the leading technology platform for the wellness services industry, today announced the acquisition of [FitMetrix](#), the creator of performance tracking solutions designed to help wellness businesses increase retention, and provide wellness seekers with an engaging, more interactive fitness experience.

“FitMetrix’s powerful and intuitive tools help our customers drive results and retention while providing their clients with a fun and unique approach to fitness,” said Rick Stollmeyer, MINDBODY CEO and co-founder. “Interactive engagement is the future of fitness, and we see some of our most successful customers integrating performance tracking technology into their studios.”

A successful MINDBODY platform partner since 2015, FitMetrix gives boutique fitness studios, gyms and health clubs the capability to integrate digital performance tracking into their locations across several class and equipment types. Studios can track, rank, display and instantly reward their clients based on real-time results and create customized workouts using these metrics.

FitMetrix technology is integrated with workout equipment like treadmills and indoor bicycles as well as wearable devices that measure cardiovascular benefits. As a result, consumers can expect highly interactive and personalized workouts that, through tracking, help them attain a better understanding of their personal health.

In addition to performance tracking, FitMetrix’s robust line of products support a richer consumer experience, including pick-a-spot software capabilities that allow studio-goers to reserve a specific class spot or fitness equipment. FitMetrix solutions can be fully branded to the look and feel of the studio, including their branded web and mobile app offerings with workout metrics and automated staff management tools.

“Together, FitMetrix and MINDBODY create a broader offering of services for class-based boutique fitness businesses, and further expands our reach into the broader fitness market,” said Monica Dioda, CEO and co-founder of FitMetrix. “Our class-based booking and performance tracking solutions can integrate with any fitness and wellness business management platform, allowing us to help even more people around the world connect to wellness.”

About MINDBODY

MINDBODY, Inc. (NASDAQ: MB) is the leading technology platform for the wellness services industry. Local wellness entrepreneurs worldwide use MINDBODY’s integrated software and payments platform to run, market and build their businesses. Consumers use MINDBODY to more easily find, engage and transact with wellness providers in their local communities. For more information on how MINDBODY is helping people lead healthier, happier lives by connecting the world to wellness, visit mindbodyonline.com.

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