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FOR IMMEDIATE RELEASE

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**MINDBODY Acquires Jill's List, Launching Nationwide Wellness Network**

MINDBODY's new wellness platform connects consumers, employees and doctors with Integrative Healthcare practitioners, from acupuncture to yoga

**San Luis Obispo, CA – May 15, 2013** – MINDBODY, the largest provider of online business management software in the health and wellness industry, has acquired Jill's List, the leading online platform for Integrative Healthcare practitioners. The acquisition marks the launch of MINDBODY's new wellness network which connects consumers, employees and doctors with integrative healthcare practitioners, riding the rising tide of consumer-driven healthcare and facilitating the adoption of a more holistic and preventive approach to wellness.

The Jill's List platform, which includes over 4,000 certified Integrative Healthcare professionals, provides consumers and employees with a robust network of services that can serve as preventive measures against a myriad of health issues - from stress and sleeplessness to diabetes and obesity. The platform includes confirmation of practitioners' credentials along with a customer review feature, which builds practitioner credibility and consumer trust. Employers receive deep content and functionality for promoting Integrative Health options to employees – key employer features include appointment booking capabilities, incentives and tracking tools.

Additionally, doctors can refer their patients to Integrative Healthcare providers through the platform. Referral letters and receipts from resulting appointments can be stored in the system, facilitating patient payments through their Flex Spending and Health Savings Accounts.

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As organizations globally are recognizing a responsibility to help employees manage their well being, the MINDBODY wellness network stands at the forefront of a new approach to healthcare which emphasizes a collaborative approach to treatment and wellness, and the best of both traditional and complementary disciplines.

“By acquiring Jill’s List and launching the MINDBODY Wellness Network, we plan to facilitate the growing, global connection between traditional medicine and integrative healthcare” said Rick Stollmeyer, Co-Founder and CEO of MINDBODY. “Our goal is to bring this vision to fruition by forming the world’s largest network of wellness practitioners and linking them to employers, insurance companies and the medical community at large.”

Through the acquisition, MINDBODY brings to Jill’s List practitioners its backend technological capabilities that can streamline their business needs, helping them remain competitive in the consumer market. MINDBODY’s wellness software allows practitioners to offer online appointment booking and payment capabilities, implement automated billing, maintain client history profiles, and access marketing tools – all with robust data security.

“Our integration with MINDBODY not only keeps the Jill’s List mission intact – but it empowers our vision and greatly enhances the potential for the largest unified wellness network anywhere,” said Jill Shah, founder of Jill’s List. “We’re thrilled to be joining forces with MINDBODY to further develop an improved healthcare ecosystem that emphasizes preventive care and collaborative health solutions, and measures the impact of wellness practices on employee productivity, overall wellness and healthcare cost reduction.”

### **About MINDBODY**

MINDBODY has led the health and wellness industry in software development since its founding in 1998. Over 300,000 health and wellness professionals at 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)

### **About Jill's List**

Jill's List is dedicated to the advancement of a more holistic approach to healthcare by delivering solutions that help consumers, employers and doctors collaborate to provide more effective and less costly treatment. As part of MINDBODY's larger wellness network, Jill's List provides a unified system that enables employees, patients, and doctors to connect with local Integrative Health practitioners. [www.jillslist.com](http://www.jillslist.com)

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