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MINDBODY Connect app links consumers to the world's largest wellness network  
New mobile app grants instant public access to over 500,000 wellness providers

**San Luis Obispo, CA and New York, NY– November 19, 2013 -**

MINDBODY, Inc., the leading provider of wellness business management software, has launched MINDBODY Connect, a new mobile app that grants public access to the world's largest and fastest growing wellness network. The mobile app simplifies personal wellness management by connecting consumers with services in their geographical areas and streamlining the entire transactional experience, from booking the service to walking through the door. Consumers can now discover, book, and pay for all their health, fitness, and beauty activities through one unique login.

MINDBODY's wellness network comprises over 500,000 health, fitness, and beauty practitioners that span 90 countries. The network's growth is only accelerating, with more than a thousand new business locations signing on each month to gain access to its web and mobile software. By linking the public to this global wellness network, and by enabling effortless transactions between the consumer and the wellness provider, MINDBODY Connect aims to improve the ease of adoption and integration of wellness services into mainstream society.

"Until now, every individual reserving a class or appointment needed to manually create a separate profile for each MINDBODY client location they visited. Millions of people have been manually entering their names and email addresses over and over again. MINDBODY Connect resolves all of this, and turns self booking into a few simple taps

- more -

on the phone,” said Rick Stollmeyer, CEO and Founder of MINDBODY. “Consumers can now create one profile and instantly gain booking access to wellness options in their areas – whether it’s a salon appointment, a spinning class, or a pilates session. It’s like carrying the world’s wellness and beauty network with you in your pocket.” Direct booking of classes is available in the Connect App now, and appointment-based booking will follow soon.

In addition to booking, payment, and check-in, MINBODY Connect includes a “Discover” button, which populates thousands of businesses in the user’s geographical area, bringing new awareness to hidden, neighborhood gems. From acupuncture and yoga to massage therapy and hair styling, the app opens a door into the world’s wellness treasure chest, personalizing the consumer experience in the process. In addition to booking, users can track favorite classes, teachers, stylists, and therapists as well as post and share reviews of the same. MINDBODY Connect is now available for free to consumers in both iPhone and Android phones.

“MINDBODY Connect is the latest milestone in our mission - leveraging technology to improve the health and wellness of the world,” said Stollmeyer. “Connect benefits the user as well as the practitioner – consumer health improves, and wellness providers get more business – making it a true win-win for the health and wellness industry at large.”

### **About MINDBODY**

MINDBODY has led the health and wellness industry in software development since its founding. Over 500,000 practitioners at over 30,000 locations in 90 countries use MINDBODY and thousands of new locations are adopting the software each month, making it the fastest growing SaaS provider in the health, fitness, and beauty industry. In addition to its web and mobile solutions, the company offers a holistic, corporate wellness solution for employers called MINDBODY Exchange. MINDBODY has been listed on the Inc. 500/5000 list as one of the fastest growing companies in the U.S. for the past six consecutive years. [www.mindbodyonline.com](http://www.mindbodyonline.com)