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MINDBODY Delivers Custom Daily Deals
MINDBODY Deals integrates social coupons with small biz POS

San Luis Obispo, CA – Dec 12, 2011 – MINDBODY, the largest online software provider in the health and wellness industry, is putting business owners in the driver’s seat of any daily deal they offer. Their latest software integration, MINDBODY Deals, allows the company’s 15,000+ subscribers to control the parameters of their social discount offers – from pricing to quantity to redemption limitations – all from within their business management site.

MINDBODY is one of the first business management software providers to integrate a social coupon redemption process into the point of sale (POS) system, incorporating it seamlessly into the daily routine of front desk staff. The integration works with each business’s current way of doing business: their check in/out process, reporting system and automated marketing features.

“We’ve heard from our subscribers time and time again that the daily deals concept is great in theory— but in practice, it’s often a frenzy of new clients that strains their capacity to offer quality service,” said Rick Stollmeyer, MINDBODY’s co-founder and CEO. “MINDBODY Deals is designed to mitigate that strain, bringing a steady uptick in sales, not a disruptive spike in customer volume.”

The daily deals feature is included in MINDBODY’s business management software at no extra cost. Business owners create their MINDBODY Deal via a dashboard within their online management system. The offer is then automatically distributed to a network that includes over 500 daily deal sites such as Patch.com, Tippr, Dealster, CBS Local, Bill Shrink, and Rue la la – reaching over 80 million consumers.

In addition, deals experts are on hand to help business owners perfect their offers and provide step-by-step guidance to ensure their deals are picked up by publishers. The feature also comes with automated reports that can track the success of each deal, which clients redeemed them and whether redeemers come back – making targeted marketing that much easier. To assist clients further, MINDBODY has locked in revenue share for participating businesses, eliminating the need for each business to negotiate their cut with individual publishers.

“Our subscribers are busy; they don’t have time to negotiate pricing or to do the research necessary to feel confident that they are getting the best deal from these publishers,” Stollmeyer said. “MINDBODY Deals is a turn-key solution that’s easy to implement, boosts their bottom line, and helps them bring in new clients via a channel that is transforming the way consumers purchase goods and services.”

According to [Yipit](#), an aggregator of daily deals, these social coupons have quickly become a staple of holiday gift giving. Yipit reports that consumer spending on daily deals between Thanksgiving and Christmas this year is expected to reach between \$80 million to \$100 million – a fivefold increase over similar holiday spending in 2010. And by 2015, that number is expected to reach \$4.2 billion, according to [BIA/Kelsey](#), a leading consultant and research company specializing in local media advertising.

About MINDBODY

MINDBODY delivers innovative business management software to the wellness industry, including fitness, yoga, Pilates, salons, spas and martial arts businesses. MINDBODY was founded in 2001 as the first desktop management software designed for the wellness industry. In 2005, MINDBODY moved its management system online, pioneering the industry's first fully web-based business management system. Today, it serves over 15,000 businesses across six continents. www.mindbodyonline.com

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