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MINDBODY FitPro Business Conference returns to LA in September
Alison Sweeney returns as featured speaker

San Luis Obispo, CA – August 23, 2013 – MINDBODY, the leading provider of business management software to the wellness industry, will return to Los Angeles this September to host the second annual MINDBODY FitPro, a business conference for fitness professionals. Co-hosted by Mad Dogg Athletics, the world's largest equipment-based education company, the event is scheduled for September 27-29 in Marina del Rey, CA and will feature business education seminars, instructor training courses, fitness classes, and networking events.

Alison Sweeney, host of the hit show *The Biggest Loser* and author of The Star Attraction, returns as featured speaker and will moderate a discussion panel of past *Biggest Loser* contestants. The panelists will discuss their individual weight loss journeys, explore motivation, nutrition and exercise, and answer attendee questions.

"We're thrilled to have Alison return to MINDBODY FitPro – her presentation at last year's event was inspirational to fitness industry professionals and enthusiasts alike. Along with her exciting presence, this year's venue will offer a variety of high-impact business experiences for wellness professionals that are looking to strengthen their own practice," said Rick Stollmeyer, CEO of MINDBODY.

The two-day conference includes an array of business education sessions spanning topics like best business practices related to customer service, sales, retention

- more -

programs, marketing, and social media outreach. Fitness classes and team building opportunities will be offered as well to keep attendees active throughout the day - including workouts on the beach and a sunset rooftop spin class by professional cyclist Josh Taylor.

To register for MINDBODY FitPro, visit the conference's website at www.mindbodyfitpro.com or Facebook page www.facebook.com/MindbodyFitPro.

About Alison Sweeney

Alison Sweeney is busy juggling the roles of host for NBC's hit reality series "The Biggest Loser," award-winning actress Sami Brady on NBC's hit daytime drama "Days of our Lives" and author of her first novel, The Star Attraction, with her roles as producer, director, wife and mother. She continues her philanthropic work as an Ambassador for Stand Up To Cancer and a member of the Entertainment Council for Feeding America. @Ali_Sweeney

About MINDBODY

MINDBODY has led the health and wellness industry in software development since its founding. Over 470,000 practitioners at 27,000 locations in 87 countries use MINDBODY and more than 1,200 additional locations are adopting the software each month, making it the fastest growing SaaS provider in the health, fitness and beauty industry. 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/fitness

About Mad Dogg Athletics

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, freeFORM® and SPIN Fitness® brands, Mad Dogg Athletics is the world's largest equipment-based education company. Mad Dogg Athletics has trained over 200,000 instructors and has reached millions of enthusiasts in over 80 countries worldwide through a network of over 35,000 fitness facilities. The company manufactures home Spinner® bikes, Pilates and functional training equipment, DVDs, and a complete line of Spinning-branded

apparel and accessories. Mad Dogg Athletics also works closely with Star Trac®, the licensed distributor of the patented line of Spinner® bikes for the commercial market.

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