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MINDBODY FitPro Business Conference to Launch September 2012

MINDBODY and Mad Dogg Athletics host newest conference for fitness professionals

San Luis Obispo, CA – June 11, 2012 – MINDBODY, a leading provider of online business management software to the health, wellness and beauty industries, and Mad Dogg Athletics, the world’s largest equipment-based education company, have joined forces to create MINDBODY FitPro, a new business conference for fitness and wellness professionals.

Scheduled for September 8-9 in Marina del Rey, CA, this 2-day conference will feature business education seminars, instructor training courses, fitness classes, and networking events.

“MINDBODY FitPro is the perfect event for any fitness and wellness professional interested in enhancing the success of their business as well as their own practice,” said Bob Murphy, Chief Sales and Marketing Officer at MINDBODY. “Different than most conferences, ours is designed for just 300 attendees to ensure a more personal and focused experience for everyone.”

Over 60 business education sessions will be offered exploring the best business practices related to customer service, sales, retention programs, marketing, and social media outreach. An additional 60+ fitness classes will keep attendees moving throughout the weekend, and provide insights into unique instructional techniques.

“The goal with this conference is to speak to both the business side of operating a facility and the programming side,” said John Baudhuin, CEO at Mad Dogg Athletics. “MINDBODY FitPro provides the best of both – insights into cutting edge business tactics and programming to improve your profitability.”

Conference attendees will also have access to numerous continuing-education and certification courses, pre-conference trainings, and daily group fitness activities that include workouts on the beach and on the conference hotel’s rooftop helipad. Networking opportunities will include a Saturday night mixer with fellow attendees and presenters.

An expo hall will feature the latest in fitness equipment, accessories, clothing, and music presented by conference sponsors: Spinning®, Peak Pilates®, Bodyblade®, Resist-a-Ball®, Zumba® Fitness, The willPower Method®, Savvier Fitness, CrossCore®, Power Music, Hyperwear, Yoga Journal, Constant Contact, Listen360, and the Fitness Consulting Group.

To register for MINDBODY FitPro, visit the conference’s website (www.mindbodyfitpro.com) or Facebook page (www.facebook.com/MindbodyFitPro). Early bird discount pricing (\$249) ends July 15th. Afterward, the full conference will cost \$349.

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About MINDBODY

Founded in 2001, MINDBODY is the largest online software provider in the health and wellness industry, offering web-based business management software to over 18,000 clients worldwide, including fitness, yoga, Pilates, dance, and martial arts businesses. MINDBODY clients use the software to operate all aspects of their business, from scheduling and staff management to automated marketing and eCommerce. MINDBODY's clients process over 13 million class and appointment bookings per month in the company's software. Over 3.6 million of those sessions are booked online directly by consumers via websites, mobile devices and Facebook pages. www.mindbodyonline.com

About Mad Dogg Athletics

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, and SPIN Fitness® brands, [Mad Dogg Athletics](http://www.maddogg.com) 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®, who is the licensed distributor of the patented line of Spinner® bikes for the commercial market. www.maddogg.com

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