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FOR IMMEDIATE RELEASE

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MINDBODY and SpaFinder Partner to Bring Thousands of Wellness Studios to World's Largest Online Audience of Spa-Wellness Enthusiasts

New York, NY and San Luis Obispo, CA– February 1, 2011 – SpaFinder, Inc., the largest global spa resource, and MINDBODY, the largest online software provider in the health and wellness industry, today announced the 12,000-plus wellness facilities using MINDBODY's business management software would be featured on SpaFinder.com, resulting in the largest spa-wellness portal in the world. The relationship between MINDBODY and SpaFinder, which is exclusive for spa/wellness portals, adds to the 5,500-plus spas and wellness properties already under contract with SpaFinder.

Beginning in March 2011, the MINDBODY-SpaFinder collaboration will offer customers immediate, direct access to MINDBODY's inventory of fitness, yoga, Pilates and martial arts studios, and the ability to locate their preferred facility and schedule immediate online appointments at SpaFinder.com.

The collaboration will present a vast array of wellness facilities to the many millions of people who visit SpaFinder.com every year. According to the recent Coyle Research Report, more consumers turned to SpaFinder.com for spa information than Google, Yahoo! and Bing combined.

MINDBODY's software will give these individuals seamless connectivity to its booking platform, where they will be able to book services online, from anywhere at any time, when it's convenient for them.

"This unique alliance helps the industry understand how crucial new technology is to the success of every business," said Rick Stollmeyer, co-founder and CEO of MINDBODY. "And when spa and wellness enthusiasts can easily and immediately book an appointment at their choice of tens of thousands of spas and studios on SpaFinder.com, staying healthy becomes that much easier."

Pete Ellis, chairman and CEO of SpaFinder, said, "I recognize it is an advantage for consumers to come to a portal where they can utilize an open-architecture structure and be able to research, compare and ultimately book appointments through multiple sources on SpaFinder.com. We believe opening SpaFinder.com to companies that offer cloud-based SaaS* models, like MINDBODY, truly enhances our customer experience."

Ellis noted that SpaFinder previously founded SpaBooker, an online booking, cloud-SaaS competitor to MINDBODY that now operates independently as GramercyOne, which will continue to have its properties featured on SpaFinder.com.

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Through this alliance, MINDBODY clients will also be able to take part in SpaFinder's leading spa/wellness gifting program designed to bring incremental revenue and new customers to participating businesses. Currently, SpaFinder Gift Certificates, along with gift certificates from SpaWish, its spa-beauty division, are accepted at over 9,000 spas and salons in 79 countries and are sold at over 100,000 retail locations in the U.S.

* For more information about cloud-based computing and the SaaS (software as a service) business model, visit www.mindbodyonline.com/saas.

About MINDBODY

MINDBODY delivers innovative business management software to the wellness industry, including fitness, yoga, Pilates, salons, spas and martial arts businesses. The company has been listed for the last three consecutive years in the Inc 500/5000, ranking 59th in the software industry in 2010. Additionally, MINDBODY was included in Deloitte's 2010 "Fast 500," named among the most innovative 100 technology companies in North America by Red Herring 100 and identified as one of The 50 Best Places to Work by *Outside Magazine*. In 2010, MINDBODY expanded its offerings to include mobile applications and a powerful new web technology called MINDBODY Finder that enables consumers to find, book and pay for wellness-oriented classes and appointments through their mobile devices, high-traffic media sites and **www.mindbodyfinder.com**. Founded in 2001, the company's investors include Bessemer Venture Partners, Catalyst Investors, the Pasadena Angels, Tech Coast Angels and Frontera Capital.

About SpaFinder, Inc.

The world's largest spa media, marketing, and gifting company, SpaFinder, Inc., connects millions of wellness-focused consumers with thousands of spas, wellness facilities and fitness businesses worldwide. SpaFinder's media properties include the award-winning SpaFinder.com, the Club Spa e-newsletter and blog, and the annual *NewBeauty SpaFinder Guide to Global Spa, Wellness & Beauty*. SpaFinder Europe and SpaFinder Japan offer regional spa marketing and gifting programs, including localized, native-language websites. Founded in 1986, the privately held company is headquartered in Manhattan.

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