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MINDBODY wins 2017 BIG Innovation Award for Branded App Solution

Business Intelligence Group names MINDBODY's custom tailored apps most innovative product

San Luis Obispo, Calif. – February 7, 2017 – MINDBODY (NASDAQ:MB), the leading provider of cloud-based business management software for the wellness services industry has been named a 2017 [BIG Innovation Award](#) winner for its branded mobile app solution, Engage by MINDBODY.

Engage by MINDBODY is a tailored app service that pairs MINDBODY's cloud-based business software with the look and feel of a fitness or wellness providers' own brand. The app is branded with the business's logo and colors, and includes customer reviews, smart links to the app on Google Play and the App Store, and automated SMS messages allowing businesses to invite customers to download the app.

Additionally, the tailored app recognizes customers as they come through the door, signing them in and alerting the front desk that they have arrived. Customers can view, book and pay for classes, appointments or workshops directly through the app whenever they like. They can also view deals and promotions, and share their experience on social media instantly.

"We are honored to be recognized with this award for our branded app tool, a technology that helps our subscribers promote their businesses in a customizable way, giving them the ability to stand out in today's mobile-first world," said Rick Stollmeyer, MINDBODY's CEO and Co-founder. "This technology is another example of our ongoing efforts to bring products to market that empower our subscribers with tools that help their businesses grow and succeed."

The BIG Innovation Awards, presented by the Business Intelligence Group, recognize those who have brought new ideas to life and seek to change the way we all experience the world. Organizations from across the globe submitted their recent innovations for consideration, which were then judged by a select group of volunteer business leaders and executives.

About MINDBODY

MINDBODY, Inc. (NASDAQ: MB) is the leading provider of cloud-based business management software for the wellness services industry and a rapidly growing consumer brand. Over 58,000 local businesses and 326,000 wellness practitioners in over 130 countries and territories use MINDBODY's integrated software and payments platform to run, market and build their businesses. These practitioners provide a variety of wellness services to millions of consumers who use the MINDBODY platform to more easily evaluate, engage and transact with them to live healthier and happier lives. For more information, visit mindbodyonline.com.