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MINDBODY Announces Program for BOLD 2017

Registration now open for MINDBODY's annual conference on September 27-29, 2017

San Luis Obispo, Calif. – March 20, 2017 – MINDBODY (NASDAQ: MB), the leading provider of cloud-based business management software for the wellness services industry, has unveiled educational sessions and speakers planned for the company's annual conference, BOLD, to be held September 27-29, 2017 at the Hilton San Diego Bayfront in San Diego, CA.

The annual event brings together business owners, practitioners and experts from across the wellness services industry, from fitness to beauty to integrative health, to learn, network and gain a greater understanding of how the MINDBODY platform can help their businesses thrive.

"This year's BOLD conference will be bigger and bolder than ever. We expect more than 1,500 wellness business owners and industry experts from around the world," said Rick Stollmeyer, MINDBODY CEO and Co-founder. "This year we have a beautiful new venue and several awesome surprises in store. If you've been to BOLD before, you will not want to miss this one. If you've been thinking of coming, this is the year to do it."

The conference offers 30 educational breakout sessions designed to inspire attendees and provide them with advice and tactics that can be applied to their business. Covering a range of topics including marketing, social media and customer retention - highlights of these expert-led sessions include:

- Maximizing Your Marketing Without Spending a Fortune
- Understand the Connection Between Your Financials and Growth
- Creating and Sustaining a Thriving Wellness Business
- How to Run Your Business Without It Running You
- Social Media Strategies to Set Your Business Apart

Attendees will also learn from MINDBODY senior leaders on the latest MINDBODY products and features, and can witness them firsthand in the Expo Hall and MINDBODY Experience Lounge.

The conference's educational sessions are balanced with a variety of networking opportunities and unique wellness experiences, including the popular BOLD Bash which this year will be held at Petco Park. BOLD Award winners are also celebrated for the remarkable milestones achieved throughout the past year, such as business growth records and community outreach initiatives.

Registration for BOLD 2017 is now open with early pricing available through June 23, 2017. Special group discounts are available. Learn more at www.boldmindbodyconference.com.

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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 60,000 local businesses and 329,000 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.

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