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MINDBODY Expands Consumer Platform with Acquisition

Global software company adds custom-branded mobile apps to its product line

San Luis Obispo, CA – February 17, 2015 – MINDBODY, the leading provider of SaaS software to the wellness industry, and creator of the MINDBODY Connect™ consumer app, is expanding its consumer mobile capabilities through the acquisition of Fitness Mobile Apps, a tailored mobile app solution that was created on the MINDBODY platform.

Fitness Mobile Apps currently serves thousands of MINDBODY SaaS locations worldwide, including YogaWorks, Pure Barre and Pure Hong Kong. With this acquisition, MINDBODY greatly expands its mobile reach, helping the studios, salons and spas that use its business management tools keep pace with the demands of an increasingly mobile clientele.

A report from eMarketer titled [Smartphone Users Worldwide 2013 – 2018](#) predicts that around 2.84 billion mobile phone users worldwide are expected to access the Internet over their phones by 2018. That number comprises around 59.1% of mobile phone users.

"We're thrilled to further enhance our software offerings with the addition of Fitness Mobile Apps. With the mobile future upon us, we're focused on providing our business clients with the most competitive tools around," said Rick Stollmeyer, CEO and Co-founder of MINDBODY. "It's important for businesses of all sizes to continuously engage with their customers in ways that promote their unique brands and foster long-term loyalty. Now, our clients' customers can book and pay for their services using an app that combines both the look and feel of their individual business with the efficiency of MINDBODY Connect."

These tailored apps, together with the MINDBODY Connect app, have generated millions of class bookings from mobile devices each month through MINDBODY's platform, helping small businesses in the wellness industry fill their classes and appointments, and reduce various hassles surrounding scheduling and customer communications.

"Our mobile apps are designed to help wellness businesses attract new customers, retain them and keep them engaged," said Stollmeyer. "Consumers use the MINDBODY Connect app to find and book local wellness services. When they visit, the business can then offer their tailored app to make subsequent visits even easier. That gives each business a direct way to engage and retain their customer. If they haven't booked a session or class in a certain period of time, the app automatically sends a 'We Miss You' notification. And when the customer returns, the app further delights by triggering automatic sign-in within 1km of the business."

"We've worked side-by-side with MINDBODY for three years aligning our apps with the company's platform and wellness ecosystem," said Gregg Alexander, CEO and Co-founder of

Fitness Mobile Apps, now Sr. Director of Mobile at MINDBODY. “As an official MINDBODY product, we can now focus even more on creating a mobile experience unlike any other in the wellness industry.”

About MINDBODY

MINDBODY has been at the forefront of software development in the wellness industry since its founding in 2001. The company was the first in its industry to offer multi-location desktop management software, online booking and a fully web-based SaaS business management system. Its mobile business management app, *MINDBODY Express*[™], was released in 2012, and its consumer booking app, *MINDBODY Connect*, was launched in 2013. mindbodyonline.com

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