

**New MINDBODY App makes it easy to mobilize a healthier lifestyle**

One app that helps people find, book, review and recommend the health and wellness activities that matter most to them

**San Luis Obispo, Calif. – December 16, 2015 – [MINDBODY, Inc.](#)** (NASDAQ: MB), the leading provider of cloud-based software to the wellness industry, turns its attention to wellness seekers today with the release of the MINDBODY® App, using location and past activities to help people find, book and pay for personalized wellness experiences – from acupuncture to cycling, circuit training to massage, and martial arts to yoga – in their community or on the road.

"The mobile revolution presents an incredible opportunity to support people's individual paths toward healthier, happier lifestyles," said Rick Stollmeyer, MINDBODY CEO and Co-founder. "We're excited to harness this power to help people connect to the amazing wellness providers near them who are passionate about improving the health and wellness of their communities."

The new MINDBODY app makes it possible for any wellness seeker to access a growing worldwide network of over 50,000 businesses and 270,000 practitioners in over 130 countries and territories. More than 27 million people worldwide already book and pay for their wellness experiences through MINDBODY's platform, whether online, in studio or via mobile app.

The MINDBODY App, available for free on the App Store, Google Play and Amazon, expands on the company's previous MINDBODY Connect® app – incorporating the features of Connect with a new deals and recommendations engine that personalizes the user's experience even more.

Features include:

**Deals**

Recommended deals appear right on the app's Home screen, encouraging users to try new and complementary activities at their favorite locations or beyond.

**Schedule**

With one universal login, users can access the real-time schedule of any business within the MINDBODY network. Users can also instantly view their own, combined schedule of upcoming sessions at multiple businesses on one screen.

**Ratings and Reviews**

After every class or appointment completed, users are prompted to rate and review their experience. By aggregating these genuine reviews, the MINDBODY

App enables wellness seekers to make more informed decisions, increasing consumer engagement with wellness providers around the world.

### **Wearable Integrations**

Users can also connect their Fitbit activity tracker with the app to see personal activity data achieved during each workout: total active minutes achieved, total calories burned and average heart rate. *Heart rate information is only available with Fitbit Charge HR and Fitbit Surge.*

### **Favorites**

After someone books a class or appointment through the app, that business is automatically saved as one of their Favorites, making it easy to book future sessions.

### **City-by-City Wellness Month**

MINDBODY will promote the new app in major cities nationwide throughout 2016 with month-long promotional events, starting January 2<sup>nd</sup> in San Francisco. The "Book It, Love It." wellness month will include daily events, free and discounted classes, special promotions and more, all designed to encourage people to find and book what makes them feel their best, every day. Event examples include beach fitness classes, couples massage, nutrition counseling and happy-hour workouts.

For more information about the new MINDBODY App, visit [mindbodyonline.com/get-the-app](http://mindbodyonline.com/get-the-app).

### **About MINDBODY**

MINDBODY, Inc. (NASDAQ: MB) is the world's leading provider of cloud-based business management software for the wellness industry. MINDBODY helps more than 50,000 business owners in over 130 countries and territories provide health, beauty and fitness services to over 27 million consumers. For more information, visit [mindbodyonline.com](http://mindbodyonline.com).

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