



May 4, 2011

FOR IMMEDIATE RELEASE

MINDBODY Introduces Revenue Calculator for Salons

San Luis Obispo, California – MINDBODY, the fastest growing business management software in the salon industry, now offers a simple tool to help salons to calculate the increased revenue and reduced expenses they might achieve when they use the software.

“We have years of hard data demonstrating the double-digit revenue increases our business clients typically experience when they use our software,” said Meg McCall, director of marketing at MINDBODY. “We’ve taken that data and put it into a calculator that provides multi-year revenue estimates for salons thinking about making the switch to MINDBODY.”

The Real Results calculator factors in:

- projected revenue that can be achieved when salons use online appointment booking and retail sales, client management and marketing features of the software;
- time and expense savings from the automation of (formerly manual) administrative tasks, such as returning phone calls or producing payroll; and
- long-term projected revenue for salons who participate in MINDBODY University, a 3-day business conference that has created 42% revenue growth for past MINDBODY client attendees.

“The move from appointment books to online scheduling alone is a significant time saver for most salons, and the calculator helps translate that savings into actual dollars,” said McCall. The calculator cannot guarantee that a salon will achieve the projections generated, said McCall, “but based on the actual year-over-year results of the thousands of clients we serve, they’ll provide a pretty good benchmark.”

To try out the Real Results calculator, go to <https://www.mindbodyonline.com/real-results>

About MINDBODY

MINDBODY delivers innovative business management software to the wellness industry, including fitness, yoga, Pilates, salons, spas and retail businesses. In 2009, the company was ranked 370th on *Inc. Magazine’s* 500 fastest growing companies and 21st in the software industry. It was recently named among the most innovative 100 technology companies in North America by Red Herring 100 and by *Outside Magazine* as among The 50 Best Places to Work. Founded in 2001, the company presently serves over 12,000 clients in 62 countries and maintains offices in San Luis Obispo, CA, New York and the United Kingdom. www.mindbodyonline.com.