



4051 Broad Street Suite 220  
San Luis Obispo, California 93401

1.877.755.4279 | [MINDBODYONLINE.COM](http://MINDBODYONLINE.COM)

**FOR IMMEDIATE RELEASE**  
January 5, 2011

**Media Contact:**  
Jennifer Saxon  
[jennifer.saxon@mindbodyonline.com](mailto:jennifer.saxon@mindbodyonline.com)  
805-419-2839

**'Twas the Season to be Healthy**  
*MINDBODY clients see increase in holiday gift card sales*

**San Luis Obispo, CA – Jan 05, 2011** – MINDBODY clients saw an average increase of 22% in holiday gift giving for health and wellness services this year over the 2010 season, with over 2,300 gift cards purchased as last minute gifts on Christmas Eve. MINDBODY, the largest online software provider in the health and wellness industry, offers cloud-based business management software to over 15,000 clients worldwide, including fitness, yoga, Pilates, dance, salon, spa and martial arts businesses.

A sample review of MINDBODY's online purchases between Black Friday (11/25) and Christmas Eve 2011 (12/24) shows an average increase of 7% growth in gift cards purchased via the web from U.S. businesses using MINDBODY's platform.

Online bookings for services also hit an all-time, holiday high for MINDBODY clients worldwide with 2.4 million holiday bookings of yoga, Pilates, spinning, GroupEx, personal training, massage, and beauty classes/appointments via the web, double the number booked during the 2010 holiday season.

"Seeing such an increase in consumer focus on health and wellness is inspiring as we move into the new year," said Rick Stollmeyer, co-founder and CEO of MINDBODY. "Our mission is to leverage technology to improve the health and wellness of the world. These numbers show us just how much we help our clients make this world a healthier place."

MINDBODY's 15,000 clients now process over 10 million class and appointment bookings per month in the company's software. Over 2.4 million of those sessions are booked directly by consumers via websites, mobile devices and Facebook pages. MINDBODY's consumer online bookings have increased 83% year over year, reflecting a powerful accelerating trend across all markets. With 700-800 businesses joining the MINDBODY network each month, the company expects to continue this acceleration in 2012.

MINDBODY's client base grew by over 5,000 in 2011. The company's 15,000th customer was welcomed in November – the same month the company opened a new office in London. The London office joins MINDBODY's German office as the regional hub for customer service and sales throughout Europe.

Both accomplishments occurred on November 11, 2011, a binary significance that was not lost on MINDBODY CEO, Rick Stollmeyer: "I guess you could say we love our ones and zeroes. MINDBODY came into existence as a company on 01/01/01. We crossed 10,000 subscribers on 10/10/10, and 15,000 on 11/11/11. It took us 10 years, 10 months and 10 days to achieve 10,000 subscribers. The next 5,000 were just 1 year, 1 month and 1 day away."

- more -

Subscribers use MINDBODY's cloud-based management software to operate all aspects of their business, from scheduling and staff management to automated marketing and eCommerce. The company's software requires no additional hardware aside from a computer, no installation and no onsite IT support. MINDBODY's team of tech support specialists and customer service representatives train and assist subscribers at no extra cost throughout the lifetime of their subscription.

**About MINDBODY**

MINDBODY was founded in 2001 as the first desktop management software designed for the wellness industry. In 2005, the company moved its software online, pioneering the industry's first fully web-based business management system. Over 15,000 businesses across six continents use MINDBODY to operate all aspects of their business, from scheduling and staff management to automated marketing and eCommerce.

The company has been listed for the last four consecutive years in the Inc 500/5000, ranking 214<sup>th</sup> in the software industry in 2011 and in Deloitte's "Fast 500" for the past two years, ranking 161<sup>st</sup> in 2011. MINDBODY was named Best Software Service in Beauty Launchpad's 2011 Readers Choice Awards, a leading salon publication. In 2010, MINDBODY was named among Red Herring's most innovative 100 technology companies in North America and as one of The 50 Best Places to Work by *Outside Magazine*. [www.mindbodyonline.com](http://www.mindbodyonline.com)

**###**