



First In Secure Electronic Payments

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FOR IMMEDIATE RELEASE

TransFirst® and MINDBODY Online Announce Partnership

Hauppauge, New York (June 7, 2010) – TransFirst®, a leading provider of transaction processing services and payment enabling technologies, and MINDBODY, Inc., an industry leader providing web-based business management software and innovative technologies to health and wellness organizations worldwide, announce a strategic partnership agreement.

Under this arrangement, MINDBODY will offer its customers TransFirst's state-of-the-art processing services in conjunction with its own powerful business management solutions, including a fully-integrated online store, point-of-sale and recurring billing features. This all-inclusive system is unique to the processing world, enabling a gym client, for example, to check into class by swiping a membership card using the same system that generates billing information. MINDBODY software also includes the ability to generate 90+ business reports, manage client relationships, retain customer receipts forever, and offer real-time information on batches and credit card approvals.

“TransFirst is thrilled to enter into a relationship with MINDBODY,” says Steve Rizzuto, president of independent sales services for TransFirst. “MINDBODY has a demonstrated track record of integrating transactional processing services into their dynamic software solution. TransFirst's agreement with MINDBODY is exciting, as we secured an outstanding ISO producing in excess of 400 merchant accounts a month. With our help, we envision that number growing to over 1,000. Through the partnership, we anticipate exploring a variety of initiatives through which our mutual clients will enjoy substantial benefit.”

Commenting on the announcement, Rick Stollmeyer, CEO and founder of MINDBODY, says, “Our partnership with TransFirst will enable MINDBODY to provide our business customers with even better merchant account processing solutions. Our new status as an ISO is a key element of our growth strategy for the next several years, and we are looking forward to a great relationship with the TransFirst team.”

For more information about TransFirst's Merchant Services, please call 1-800-669-7228 or e-mail ISSsales@TransFirst.com.

About MINDBODY (www.mindbodyonline.com)

MINDBODY delivers innovative business management software to the wellness industry, including fitness, yoga, Pilates, salons, spas and martial arts businesses. The company is headquartered in San Luis Obispo, California, with a regional office in East Hampton, New York. Recently ranked 370th on *Inc.* Magazine's 500 fastest-growing companies and 21st in the software industry, MINDBODY serves more than 10,000 clients in 60 countries. The organization was also recently recognized by *Outside Magazine* as one of the 50 Best Places to Work.

About TransFirst (www.TransFirst.com)

A leading provider of secure transaction processing services and payment enabling technologies, TransFirst offers innovative products and services designed with financial institution, independent sales organization, healthcare, eCommerce, government and merchant customers' unique needs in mind. By collaborating with our customers and utilizing strong industry knowledge, we help them grow their businesses. Founded in 1995, TransFirst continues to attain significant market share and world-class expertise in growing and profitable industry segments. Built on a platform of personal service, customer commitment and flexible pricing, TransFirst is headquartered in Hauppauge, N.Y., and has operations facilities in Aurora, Colo., Louisville, Colo., Omaha, Neb., Kansas City, Kan., and executive headquarters in Dallas, Texas. Company-wide, TransFirst currently processes approximately \$30 billion in annual sales volume for more than 175,000 merchants and more than 1,000 financial institutions. For additional information, please call 1-800-745-2659 or visit www.TransFirst.com.

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