

April 27, 2007



Life Time Fitness Announces Toyota U.S. Open Triathlon Dallas Event

Set for October 14, 2007, New Event to Serve as Championship for Life Time Fitness Triathlon Series; Nearly \$1.5 Million Prize Purse Available in Professional Division for 2007

DALLAS--(BUSINESS WIRE)--

At a press conference held today in Dallas, Life Time Fitness Chairman and Chief Executive Officer, Bahram Akradi, along with Texas officials, event partners, and special guests, announced the expansion of the internationally renowned Life Time Fitness Triathlon Series to Dallas.

To be held Sunday, October 14, 2007, the Toyota U.S. Open Triathlon Dallas event will serve as the championship race for the Life Time Fitness Triathlon Series. Launched in 2006, the groundbreaking Series uniquely combines four of the most prominent Olympic distance triathlon events in the world: the Life Time Fitness Triathlon in Minneapolis, the Nautica New York City Triathlon, the Accenture Chicago Triathlon and the Kaiser Permanente Los Angeles Triathlon.

"With the introduction of the Life Time Fitness Triathlon in 2002, we set out to raise the bar of quality and awareness in the sport of triathlon, while providing the professional athletes who participate in this sport with a much-deserved, dramatic increase in prize purse opportunity," said Akradi. "Taking our commitment one step further in 2006, we created the Life Time Fitness Triathlon Series - a revolutionary effort designed to further heighten awareness of this healthy-way-of-life sport. In adding our new championship event in Dallas, I am excited to take our vision to a new level. We now offer five high-caliber events that cater to professionals and amateurs alike, and deliver a combined prize purse of nearly \$1.5 million."

Extending its sponsorship of the Life Time Fitness Triathlon in Minneapolis, Toyota Motor Sales, U.S.A., Inc. also has chosen to sponsor the new Dallas event and serve as presenting sponsor of the New York triathlon. "Our goal is to make the Toyota U.S. Open Triathlon, as the championship event of the Life Time Fitness Triathlon Series, a premiere venue for amateur and professional athletes," said Steve Jett, National Advertising Manager, Toyota Motor Sales, U.S.A., Inc. "Toyota is proud to support this world-class event as it aims to escalate the quality and competition of the sport, while giving back to the multi-sport community as a whole."

Toyota U.S. Open Triathlon Dallas features a stunning urban course, beginning at Joe Pool Lake in Cedar Hill State Park with a 1.5k swim, continuing through the communities of Cedar Hill, DeSoto and Dallas with a 40k bike, and concluding with the 10k run, which starts and ends at Reunion Arena in downtown Dallas.

New Point System Introduced for Series Professional Division

New to the Series in 2007 is a point system for the Female and Male Professional Divisions. Based upon professional athlete starts and finishes at each of the Life Time Fitness Triathlon Series events, points will be awarded and used to determine the top three female and male athletes who will be eligible for the Series Bonus. In order to be eligible for the Series Bonus, athletes must start each of the Series races and earn a minimum of 39,000 points.

Points will be awarded for the top 10 finishers in both the Female and Male Professional Divisions at all five Series events, as follows:

----- 2007 Life Time Fitness Triathlon Series Point System Points will be awarded to the top ten finishers in both the Women's and Men's Professional Divisions -----					
Place	7/14/07 Minneapolis	7/22/07 New York	8/26/07 Chicago	9/9/07 Los Angeles	10/14/07 Dallas
1	15,000	10,000	10,000	10,000	20,000
2	9,000	6,000	6,000	6,000	12,000
3	5,700	3,800	3,800	3,800	7,600
4	3,900	2,600	2,600	2,600	5,200
5	3,450	2,300	2,300	2,300	4,600
6	2,850	1,900	1,900	1,900	3,800
7	2,550	1,700	1,700	1,700	3,400
8	2,250	1,500	1,500	1,500	3,000
9	2,100	1,400	1,400	1,400	2,800
10	1,950	1,300	1,300	1,300	2,600

Life Time Fitness Triathlon Series Bonus

----- 2007 Life Time Fitness Triathlon Series Bonus Series Bonuses will be awarded to the top three finishers in both the Women's and Men's Professional Divisions Should the Same Female or Male Pro Finish First at all Series Events, a Series Super Bonus will be awarded -----				
Finish Place	Female Division	Male Division	Series Super Bonus	
			Female Division	Male Division
1	\$60,000	\$60,000	\$300,000	\$300,000

2	\$25,000	\$25,000
3	\$15,000	\$15,000

2007 Life Time Fitness Triathlon Series Event Timeline

Life Time Fitness Triathlon (Minneapolis) - July 14

Nautica New York City Triathlon - July 22

Accenture Chicago Triathlon - August 26

Kaiser Permanente Los Angeles Triathlon - September 9

Toyota U.S. Open Triathlon (Dallas) - October 14

About the Life Time Fitness Triathlon Series

In groundbreaking fashion, the Life Time Fitness Triathlon Series launched in 2006 and created the first-ever connection among the four most prominent Olympic-distance triathlon events in the United States. The Life Time Fitness Triathlon (lfttriathlon.com), held in Minneapolis, is produced by Life Time Fitness, Inc. The Accenture Chicago Triathlon (chicagotriathlon.com) is produced by Creative & Production Resources, Inc (CAPRI Events). The Kaiser Permanente Los Angeles Triathlon (LATriathlon.com) is produced by Pacific Sports LLC. The Nautica New York City Triathlon (nyctri.com) is produced by Korff Enterprises. For more information, visit the respective event Web sites. In 2007, the Life Time Fitness Triathlon Series was expanded to include a new Championship event, the Toyota U.S. Open Triathlon Dallas. Overall, the Life Time Fitness Triathlon Series offers nearly \$1.5 million in prize purse.

About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion in the United States, celebrating its 50th anniversary this year. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota sold more than 2.5 million vehicles in 2006 in the United States.

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE:LTM) operates distinctive and large sports and athletic, professional fitness, family recreation and resort/spa centers. As of April 27, 2007, the Company operated 61 centers in 13 states, including Arizona, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Ohio, Texas, Utah and Virginia. The Company also operates two satellite facilities and five preview locations in existing and new markets. Additionally, Life Time Fitness provides consumers with personal training consultation, full-service spas and cafes, corporate wellness programs, health and nutrition education, the healthy lifestyle magazine - Experience Life, athletic events, and nutritional products and supplements. Life Time Fitness is headquartered in Eden Prairie, Minnesota (www.lifetimefitness.com). LIFE TIME FITNESS, the LIFE TIME FITNESS logo, and EXPERIENCE LIFE are registered trademarks of Life Time Fitness, Inc. All other trademarks or registered trademarks are the property of their respective owners.

Source: Life Time Fitness, Inc.