

Are Health and Fitness Resolutions Worth the Effort?

A Well-Balanced Approach to Education, Exercise and Nutrition is Key to Success Says Life Time Fitness; Company's Members Demonstrate that Resolutions Do, in Fact, Come True

EDEN PRAIRIE, Minn.--(BUSINESS WIRE)--

With the coming of the New Year, people are once again pondering new fitness resolutions. But, don't we hear all too often about the failed New Year's resolution? Is it really worth trying given the less-than-encouraging statistics?

Life Time Fitness (NYSE:LTM) says, "YES." And, to help prevent falling off the fitness wagon in 2008 - causing frustration, regret and discouragement for many who want a healthier, more fit and active lifestyle - the national operator of sports, professional fitness, family recreation and resort & spa centers offers its basic tips for health and fitness resolution success, along with profiles of members who are achieving just that.

"There's nothing wrong with resolving to get fit, but so many resolutions fail because they are approached in the wrong way," said Jeff Zwiefel, Senior Vice President, Life Time Fitness. "Statistics show that 50 per cent of the people who start an exercise program discontinue it in six months. However, we want to help people design and implement a well-rounded, balanced program that allows them to start a new resolution on the right foot. By following a simple set of tips, anyone can begin anew on a reasonable, sound plan based on education, exercise, and nutrition, and most importantly, maintain it."

1. RELAX. Most of what Thoreau said about life holds true for fitness - "It is the journey, not the destination." Remember that fitness is a continuous pursuit. You have the rest of your life to improve it - not just this winter or before swimsuit season starts. The goal is to improve a little bit every day, not to go from couch potato to triathlete in three weeks. Don't put too much pressure on yourself or you'll set yourself up for frustration, physical injury and failure.

2. RESEARCH. Give some forethought to your fitness approach. Many fling themselves into running or working with equipment without thinking if they really like it or if it is right for their needs. Find something you like to do, because you're much more likely to stick with it if you do. And collect information about your body - things like body weight, heart rate, body fat content, and aerobic capacity - before you start. As well, knowing how the body responds to food and exercise is critical to your success. Also, it is always a good idea to contact your doctor before starting any new diet or exercise program.

3. REACH SHORT-TERM GOALS. Know where you're at to begin with so you can decide where you want to go. List some achievable, measurable or specific targets by which to track your progress. A personal trainer is great for helping you determine what these goals should

be. Remember that a complete fitness program should incorporate fitness, nutrition and education for optimum results. Your fitness program should also be a balance of cardiovascular, strength and flexibility conditioning, with a greater focus on the one that is most closely related to your individual goals.

4. REALITY CHECK. Many fitness resolutions are too aggressive or even impossible. Be realistic. If you've been sedentary for years, a walk around the block one day may equal success. Good fitness is gradual, measured improvement. No matter what the ads say, you're not going to have perfect abs or the body you had 20 years ago in ten minutes a day. If you think you will, you're bound to fail. Remember, individual results will vary.

5. REVIEW. Know that you'll have to make adjustments and course corrections along the way. Track your progress and listen to your body. If something doesn't feel right, don't force it. If you start running and it bores you to tears, or if you experience undue discomfort, try something else - reduce your intensity, increase your duration, or mix activities to keep the interest level high and utilize different muscle groups.

"If there's a theme underlying the tips for success, it's that fitness is like most other goals worth pursuing," said Zwiefel. "Resolving to be fit is important, but it's also important to have a reasonable plan, to have good information about how to get started and succeed, to make sure that your goals are achievable and reasonable, and to stick with it over the long run. Also, don't be afraid to add some variety to your program or to work out with a group who has similar interests. With this type of approach, short-term setbacks won't cause long-term failure."

So does anyone really achieve success with their resolutions? Absolutely. Here's just a sampling of individuals who have tremendous accomplishments to share:

- Jerel and Suzanne Cantrell, Allen, TX -- As a couple, Jerel and Suzanne started working out together about 18 months ago. They were high school sweethearts who have been married for about 15 years. Through three pregnancies, together they gained considerable weight. Finally in June 2006, they decided enough was enough and they joined the new Life Time Fitness that was 10 minutes from their home. With the support of a personal training and group fitness classes Jerel has lost over 100 lbs while Suzanne has dropped four dress sizes and 60 lbs. Resolutions DO come true.

- Neil Reid, North Dallas, TX -- Neil spent the last 15 years as a successful but sedentary professional. The combination of long work hours, business travel and less than healthy diet choices left him about 100 lbs over weight. Along with poor sleep habits, low energy, 3X T-shirts, he was diagnosed with Type II diabetes and high blood pressure. His doctor informed him that his current lifestyle would likely lead to a far more serious condition and a possible terminal outcome. With encouragement from his wife, he followed her to the club one day. Fast forward three months - he has lost 30 lbs with the help of a personal trainer but more importantly, his last physical gave him great news. His high blood pressure is gone and he no longer has any symptoms of diabetes. "I'm a better person, a better employee, a better husband, a better father and a better friend because of this - but the best is yet to come!" Reid told his trainer last week. Resolutions DO come

true.

- Mark Pells, North Dallas, TX - Mark came to Life Time Fitness in April weighing 310 lbs. Finally becoming serious about weight loss, he sought out the services of a Personal Trainer and joined a TEAM Weight Loss class. Through these services and his commitment to his cardio program and changed eating habits, Mark is currently at 225 lbs and is well on his way to reaching his goal of losing 100 lbs. Resolutions DO come true.

For more information about these inspiring individuals and their stories or Life Time Fitness centers, programming and products, please contact Kent Wipf, Life Time Fitness, at kwipf@lifetimefitness.com or 952-229-7211.

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 December 18, 2007 the Company operated 70 centers in 15 states, including Arizona, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Nebraska, North Carolina, Ohio, Texas, Utah and Virginia. The Company also operated one satellite facility and four preview locations in existing and new markets.

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).

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