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# Life Time Fitness Launches Premier Continuing Education and Certification Program for Personal Trainers

Life Time Academy to deliver unique, blended learning environment with in-depth study and practicum

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Demand for personal training is expected to rise nearly 30 percent from 2008 to 2018 as an increasing number of people are recognizing the benefits of health and fitness programs. With this growth comes increasing demand for experienced certified trainers, therefore, for individuals seeking personal training career paths, it is evermore important that they distinguish themselves with the right education, appropriate certifications and qualifications.

To better address the needs of those providing and receiving personal training [Life Time Fitness](#) (NYSE: LTM), the Healthy Way of Life Company, has partnered with the globally recognized [National Academy of Sports Medicine](#) (NASM) to launch [Life Time Academy](#). Aimed at providing a blended learning environment for personal training continuing education, Life Time Academy will consist of 500-plus hours of online learning and live experience, and over 210 hours of hands-on work, which includes instructor-led labs, in addition to hands-on practicum. The result is innovative programming that leverages advanced methods of instruction to give both established and new personal trainers access to the latest information and proactive application in fitness, sports performance, corrective exercise, nutrition and leadership.

"The demand for personal trainers with the right skill set and hands-on training experience is large and growing daily," said Dr. Michael Clark, chief executive officer of NASM, DPT, MS, CES, PES. "At NASM, we believe the graduates of this program will be highly sought after and marketable, setting themselves up with a variety of excellent career opportunities."

"As the Healthy Way of Life Company, Life Time Academy fits our commitment to lead the nation toward a healthier future," said Mark Thom, Senior Vice President, Life Time Fitness and Nutrition Services. "Our collaboration with NASM will allow for enriched programming that uniquely addresses the gap in the personal training industry where you can become a personal trainer by reading material and taking an online exam. We have the expertise and resources available to launch this important certification program, and our goal is to meet the needs of the discriminating fitness consumer who demands quality and expertise in their trainer."

Based out of Life Time Target Center, Life Time Academy will feature two comprehensive training programs, with additional continuing education and advanced specialty classes to be added in the future:

Professional Fitness Trainer Diploma - To earn a diploma, participants will attend

approximately 22 weeks of curriculum, which will include earning the NASM Certified Personal Trainer (CPT) and Corrective Exercise Specialist (CES) certification designations.

Advanced Professional Fitness Trainer Diploma - Participants will attend approximately 30 weeks of curriculum to earn a diploma, which includes the NASM CPT, CES and Performance Enhancement Specialist (PES) certification designations.

Life Time Academy is now open for enrollment. For more information please visit the Life Time Academy website at [www.ltacademy.net](http://www.ltacademy.net).

About Life Time Fitness, Inc.

As the Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) delivers the certified professionals, comprehensive businesses and incredible destinations that help people positively change their lives every day. The Company's healthy way of life approach enables its customers to achieve their health and fitness goals by engaging in their areas of interest - or discovering new passions - both inside and outside of Life Time's distinctive and large sports, professional fitness, family recreation and spa destinations. As of April 1, 2011, the Company operated 90 centers under the LIFE TIME FITNESS<sup>(R)</sup> and LIFE TIME ATHLETIC<sup>SM</sup> brands primarily in suburban locations in 20 states and 24 major markets. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

About National Academy of Sports Medicine

Since 1987, the National Academy of Sports Medicine (NASM) has been a global leader in providing evidence-based certifications and advanced credentials to health and fitness professionals. In addition to its NCCA-accredited fitness Certified Personal Trainer (CPT) certification, NASM offers a progressive career track with access to Advanced Specializations, Continuing Education courses, and accredited Bachelor and Master Degree programs. The NASM educational continuum is designed to help today's health and fitness professional enhance their career while empowering their clients to live healthier lives. To learn more, visit: [www.nasm.org](http://www.nasm.org) or call 1.800.460.NASM (6276).

Source: Life Time Fitness