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Travelocity Joins Life Time Fitness Member Advantage Price Club

Program Provides Exclusive Discounts to Life Time Fitness Members

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time Fitness, Inc.](http://www.lifetimefitness.com) (NYSE: LTM) today announced that Travelocity Incentives has joined the growing list of partners who provide valuable monthly discounts to Life Time members as part of the Company's Member Advantage price club.

Member Advantage is a program designed to help members save money on products and services they already buy, extending the many benefits of a Life Time membership. The program provides members with discounts at retailers, hotels, restaurants, entertainment venues, and more from carefully selected national and local partners.

Under the agreement, Life Time members will receive 15% off Travelocity hotel gift cards. The gift cards may easily and conveniently be purchased via the Member Advantage section at myLT.com, a website dedicated just for Life Time members.

For more information about this Member Advantage offer or the Member Advantage program, please visit lifetimefitness.mylt.com/memberadvantage.jspa.

About Travelocity Incentives

Travelocity Incentives (www.travelocityincentives.com) is a website operated by Pier 35 Events, Inc. The company develops travel Web sites and issues hotel certificates and gift cards under the Travelocity trademarks, which are used under license, which enable individuals to redeem for hotel and vacation package reservations online. The company markets to Fortune 500 employee award programs; through retail distribution at major grocers; and online with sales directly to consumers.

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 13, 2011, the Company operated 90 centers under the LIFE TIME FITNESS^(R) and LIFE TIME ATHLETICSM 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.