

June 22, 2011



Life Time Minneapolis Triathlon to Celebrate 10 Years on July 9

Registration closes June 30

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Cited as one of the world's "10 Best Urban Races" by Triathlete Magazine, the [Life Time Minneapolis Triathlon](#) will celebrate its 10th year on July 9. In honor of this milestone, Life Time (NYSE: LTM), the Healthy Way of Life Company, continues to redefine the triathlon experience by bringing back its signature "Equalizer" - an innovative competition format that allows pro women to start ahead of pro men by a predetermined amount of time, based on past course results.

Additionally, Life Time will host the [North American Junior Triathlon Invitational](#), a new event to the races for juniors ages 12 - 17. Junior participants will swim 0.25 miles, bike 15.0 miles and run 3.1 miles.

Registration for the Life Time Minneapolis Triathlon closes June 30.

Commemorating the 10th anniversary, Minneapolis-based illustrator [Adam Turman](#), known for his art prints of iconic city landmarks, cycling scenes and pinups, designed an exclusive print for Life Time Minneapolis Triathlon participants. Plus, finishers will be recognized with distinctive medals and trophies, created by Life Time exclusively for the 10th anniversary.

The Life Time Minneapolis Triathlon begins and ends at Minneapolis' Lake Nokomis. The bike course navigates along the iconic Mississippi River and 'City of Lakes' before returning to the Lake Nokomis transition area. The event concludes with a run around Lake Nokomis to the cheers of thousands of spectators.

"Ten years ago, Life Time launched the Minneapolis Triathlon with a goal of growing participation in and recognition of the sport," said David Schutz, Life Time Minneapolis Triathlon Race Director. "Moving forward we will continue to expand triathlon events and formats in line with our Healthy Way of Life Company vision, while providing best-in-class experiences for the thousands of athletes we serve."

Launched in 2002, the event quickly became internationally renowned and known by pros and amateurs alike as a must-do highlighted by its beautiful course through the Twin Cities landscape, best-in-class athletes, spectacular experiences, hospitality and record setting professional prize purses. Today, the event continues to draw top professional triathletes from around the globe, along with thousands amateurs and elites.

Part of the 2011 Life Time Triathlon Series, this event serves as the fourth leg in the Race to the Toyota Cup. The Series' total professional division [cash purse](#) includes \$584,000 in individual race awards. In addition, a 2011 Toyota vehicle and the coveted Toyota Cup will be awarded to the top female and male champions at the Toyota U.S. Open Triathlon in Dallas, which serves as the Series finale championship Oct. 2, 2011.

For more information about the Life Time Minneapolis Triathlon, including registration, visit www.mplstri.com. For more information about the Life Time Triathlon Series and the Race to the Toyota Cup visit www.racetothetoyotacup.com.

About the Life Time Triathlon Series

Since 2006, the Life Time Triathlon Series has connected some of the most prominent international-distance triathlon events in the United States. Throughout the Series, the world's top professional triathletes battle for points and a chance to win the coveted Toyota Cup. In 2011, the Series consists of seven events, including: the April 10 [Nautica South Beach Triathlon](#) (Miami); the May 30 [Capital of Texas Triathlon](#) (Austin); the [Philadelphia Insurance Triathlon](#) June 26; the July 9 [Life Time Minneapolis Triathlon](#); the [Life Time Chicago Triathlon](#) August 28; the [Kaiser Permanente Los Angeles Triathlon](#) September 25; and the October 2 [Toyota U.S. Open Championship](#) (Dallas). For more information on the Life Time Triathlon Series and the Race to the Toyota Cup visit www.racetothetoyotacup.com.

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. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers. Toyota has been a leader in hybrid technology and in the past year celebrated the 10 year anniversary of the Prius. Toyota directly employs nearly 30,000 people in the U.S. and its investment in the U.S. is currently valued at more than \$18 billion. For more information about Toyota visit www.toyota.com, www.lexus.com, www.scion.com, or www.toyotanewsroom.com.

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 June 22, 2011, the Company operated 92 centers under the LIFE TIME FITNESS^(R) and LIFE TIME ATHLETICSM brands primarily in suburban locations in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Source: Life Time Fitness