

Life Time Tri Chicago Celebrates 30th Year along Chicago Lakefront

- *Only 3,500 slots will be available for general entry in the international distance course*
- *Registration for the 2012 event is now open at www.chicagotriathlon.com*

CHICAGO--(BUSINESS WIRE)-- Life Time Fitness, Inc. ([NYSE: LTM](http://NYSE:LTM)), the Healthy Way of Life Company, announced today that the Life Time Tri Chicago will celebrate its 30th year as the event where the world comes to race along the Downtown Chicago Lakefront. New for 2012, the field for the general entry international distance course will be limited to 3,500 participants, with entries into the sprint distance limited to 3,000 participants. This cap, for the 2012 event was established to enhance the race experience for all participants. Also new in 2012, the sprint division will offer relay team competition.

“Our triathlon has been a tradition in the Chicago community for 30 years and we’re excited to continue that tradition,” said Daniel Brienza, Global Director for Life Time Athletic Events. “Our team works tirelessly to ensure every athlete’s experience is unforgettable. We put on a weekend of quality events and our volunteers are the epitome of Midwestern hospitality. With this being our 30th year, people are feeling a sense of urgency and want to be a part of the experience. Capping registration and adding an additional division, is our way of listening to participants and insuring the event is like none other.”

In addition to being one of the world’s largest triathlons, the Life Time Tri Chicago features a full weekend of multisport events August 24-26. The MultiSport and Fitness Expo takes place August 24-25 at the Hilton Chicago, with the Fleet Feet Sports SuperSprint Triathlon and Chicago Kids Triathlon at Montrose Beach, and the Life Time Tri Chicago on August 26 starting with the swim in Montrose Harbor.

For more information about the Life Time Tri Chicago weekend of multisport events, or to register and take advantage of special pricing prior to February 1, visit www.chicagotriathlon.com.

About the Race to the Toyota Cup

Since 2006, the Race to the Toyota Cup 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 2012, the Race to the Toyota Cup consists of seven events, including: the April 1 [Nautica South Beach Triathlon](#) (Miami); the May 28 [Capital of Texas Triathlon](#) (Austin); the [Philadelphia Insurance Triathlon](#) June 24; the July 14 [Life Time Tri Minneapolis](#); the [Life Time Tri Chicago](#) August 26; the [Herbalife Triathlon Los Angeles](#) September 25; and the October 7 [Toyota U.S. Open Triathlon](#) (Dallas). For more information on the Race to the Toyota Cup visit www.racetothetoyotacup.com.

About Toyota

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 which sold more than 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com or www.toyotaneewsroom.com.

About Life Time Fitness, Inc.

As The Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) helps organizations, communities and individuals achieve their total health objectives, athletic aspirations 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, most of which operate 24 hours a day, seven days a week. The Company's Healthy Way of Life approach enables customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of January 9, 2012, the Company operated 92 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands, along with nine former Lifestyle Family Fitness centers, in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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