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Achieving Good Health is a Family Affair in Spring 2014 Life Time 90-Day Challenge

Life Time introduces first-ever 90-Day kids' challenge; Weigh-In Weekend set for Feb. 8 – 10, registration now open

CHANHASSEN, Minn.--(BUSINESS WIRE)-- According to a recent study, childhood obesity is now the number one health concern among parents in the United States, topping drug abuse and smoking.¹ Our children's life expectancy is now less than ours.² In an effort to support parents in the fight for their kids' good health, [Life Time –The Healthy Way of Life Company](#) (NYSE: [LTM](#)) has announced the addition of a program for kids ages 7 – 11 to its [Life Time 90-Day Challenge](#). The Challenge, which begins with Weigh-In Weekend Feb. 8 – 10, 2014, also includes the adult Weight Loss and Transformation categories, along with the new component to encourage kids to get healthy in a non-competitive environment.

"We have seen thousands of men and women literally transform their lives during the Life Time 90-Day Challenge and lead healthier, more active lifestyles, and what better way to make it a family affair than by engaging kids," said Anika Christ, program manager for Life Time Weight Loss. "We're excited to introduce this healthy, educational and fun option for kids, and provide the tools to improve the health of the entire family."

According to the Centers for Disease Control (CDC), rates of childhood obesity have more than tripled in the last three decades. Proper nutrition during growth and development is critical not only for a child's physical and mental growth, but also for building a healthy foundation for long-term health, weight and eating habits. During the 90-Day Challenge, kids will learn about health and fitness in a fun and welcoming environment. They will also have the chance to win fun prizes, including T-shirts and other goodies. Most importantly, they'll learn fundamental skills they can apply at home and school.

Also new this season, Whole Foods Market has signed on as the official grocer of the Life Time 90-Day Challenge. Where available, Try-It Tuesday grocery store tours will take place at Whole Foods locations across the U.S.

All 90-Day participants will receive complimentary access to weekly "Try-It Tuesday" events at Life Time locations, including events for kids and parents alike, such as, grocery store tours and group fitness classes. There also will be Try-It Tuesday events designed specifically for kids. Adult Weight Loss and Transformation participants will receive exercise and diet guidance from a Life Time Personal Trainer or Nutrition Coach, nutrition seminars, a comprehensive nutrition e-Book, web-enabled support tools via myLT.com, and access to an online leaderboard.

The 90-Day Challenge features two categories for adult participants: the Weight Loss category and the Transformation category. The Weight Loss category is designed for those who have a significant amount of weight to lose, and is judged on the largest percent of body weight lost. The Transformation category is designed for those hoping to gain lean muscle

mass and definition. Judging in this category is based on total transformation in body composition, including body fat percentage, as well as before and after photos and an essay describing the personal transformation experience. Two national Weight Loss winners and two national Transformation winners will each receive \$10,000 in cash and a year-long individual Life Time membership. Additionally, the top male and female Weight Loss and Transformation Champions from each of the participating clubs will receive a Life Time prize pack containing \$200 worth of Life Time merchandise, programs and services.

For more information and full [official rules](#) or to register for the 90-Day Challenge, visit a Life Time destination [near you](#), lifetime-weightloss.com/90day or facebook.com/lifetimefitness.

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 16, 2014, the Company operated 108 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

1. C.S. Mott Children's Hospital National Poll on Children's Health, 2010,
<http://www.med.umich.edu/mott/npch/pdf/020810report.pdf>

2. Centers for Disease Control and Prevention

Life Time Fitness
Lauren Flinn, 952-229-7776
lflinn@lifetimefitness.com

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