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Life Time and Athleta Extend Partnership to Inspire a Lifestyle of Fitness for Women and Girls Nationwide

2013 Athleta Esprit de She drew more than 15,000 women – significant growth expected in 2014; Events benefit Girls on the Run International

CHANHASSEN, Minn.--(BUSINESS WIRE)-- The nation's premier athletic event series designed exclusively for women, [Athleta Esprit de She – The Spirit of Her Race Series](#), has announced its 2014 season, providing women across the country the opportunity to walk, run, swim and bike in celebration of fitness, fun, sisterhood and strength. Following a successful inaugural year hosting more than 15,000 participants, [Life Time – The Healthy Way of Life Company](#) (NYSE:[LTM](#)) today announced that [Athleta](#), the premier fitness fashion brand for women who see being healthy and fit as vital to life, has extended their partnership as the title sponsor of the premier athletic event series for women. The 2014 series spans seven states and 12 cities and features fitness-inspired happy hour 5k and 10k runs, cycle tours, duathlons and triathlons for every pace and passion.

“The Esprit de She lifestyle promotes a year round affinity for fitness and fun and was born in the company of like-minded partners, most notably Athleta,” said Athleta Esprit de She Brand Director, Lindsey Kurhajetz. “Our debut season was an exciting beginning and seeing first-hand the experience of women across the country coming together for these events—some of whom participated in their first 5k, 10k or triathlon —was incredible. We’re overjoyed to partner with Athleta to inspire health and wellness among women and celebrate their deserving journey.”

In 2014, Athleta and Esprit de She will build upon its support of [Girls on the Run International](#), a nonprofit organization that offers a 12-week after-school program for girls in 3rd to 8th grade and uses a fun, and experience-based curriculum to inspire girls to be joyful, healthy and confident. Girls on the Run is the official national charity partner of Athleta Esprit de She and Athleta continues to be the exclusive national athletic apparel sponsor of the organization. The synergy between these three brands’ focus on empowering and supporting girls and women will amplify awareness to make a desirable impact on girls across America.

“Athleta is thrilled to once again be the title sponsor of the Athleta Esprit de She race series,” said Tess Roering, VP of Marketing and Creative, Athleta. “We love to see women come together to take on a new challenge in a supportive, fun environment. Athleta is excited to partner with Esprit de She to help women push their limits and achieve their goals.”

Athleta Esprit de She participants have the opportunity to tap into Athleta’s performance stylists to get race ready and shop Athleta during race packet-pickups. Also new this year, participants in the 5K and 10k run events will receive an exclusive Athleta performance tank

with all series participants receiving an Athleta gift bag.

Existing at the intersection of fashion and fitness, Athleta apparel blends performance innovation with chic urban style so women can get their sweat on, in style, during their workouts. Aside from the fashionable freebies and designer event experiences, Athleta Esprit de She events offer pre-race training programs and post-race lifestyle markets where participants can salute success with a drink at the signature Bubbly Bar and enjoy the open air spa among other designer experiences.

To RSVP for an Athleta Esprit de She event, visit www.espritdeshe.com, the official website of The Spirit of Her Race Series. Athleta Esprit de She can be found on Twitter by following [@EspritdeShe](https://twitter.com/EspritdeShe) and by liking the [Esprit de She Facebook page](#).

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 March 20, 2014, the Company operated 109 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.

About Athleta

Athleta is the premier fitness fashion brand for the woman who sees fitness as vital to her life. Blending performance innovation with chic urban style, Athleta offers versatile pieces that outfit her entire day – even after her workout is done. Athleta apparel is sold in retail stores across the country, online and via catalog.

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