

April 1, 2014



ASPIRE Provides Life Time Members a Healthy, Natural Sports Drink Without Any Preservatives

ASPIRE FIRE, ICE and STORM now available at LifeCafe Destinations Nationwide

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time –The Healthy Way of Life Company](#) (NYSE: [LTM](#)), announced today that [ASPIRE Beverages](#) are now available for purchase at [LifeCafe](#) destinations nationwide. Conveniently located inside 88 Life Time destinations, LifeCafe offers fresh and healthy food items and offers better ingredients – free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners. ASPIRE's three flavors — FIRE (cherry-berry), ICE (lemon-lime) and STORM (grape) provide members a healthy, natural sports drink that contains only 8g of sugar and 35 calories per bottle without any preservatives.

Unlike many other sports drinks which contain an abundance of sugar, artificial colors and other undesirable ingredients, ASPIRE natural sports drinks are sweetened with a combination of monk fruit, pure cane sugar, Stevia leaf and other natural sweeteners.

“Consistent with our 'If it's here, it's healthy' mission, Life Time has made a commitment to our millions of members promising clean and wholesome ingredients free of trans fats, bleached flour and artificial flavors, colors, preservatives and sweeteners,” said John Reilly, senior vice president of LifeCafe at Life Time. “ASPIRE provides a healthy alternative to high-sugar, high-calorie sports drinks and aligns with our mission to help our members achieve a healthy way of life.”

In addition to availability in LifeCafes, ASPIRE Beverages is the official sports drink of [Commitment Day](#), [Esprit de She](#), [Torchlight 5K](#), [Turkey Day 5K](#) and [Life Time Kids Tri](#) events, nationwide, providing event participants with a natural, easy-to-consume source of hydration, energy and electrolytes before, during and after athletic activities.

For more information about ASPIRE Beverage, visit aspirebeverages.com or facebook.com/AspireBeverageCompany.

About ASPIRE Beverages

Founded by two fathers and youth sports coaches that were concerned about the increasing prevalence of empty calories and junk being consumed in the name of sports, ASPIRE Beverage Company makes natural products to improve the health and performance of all types of athletes. The ASPIRE FIRE, ICE and STORM sports drinks contain electrolytes, antioxidants, vitamins and minerals without the large amounts of sugar, carbohydrates, calories, artificial colors and flavors, preservatives and other unhealthy ingredients found in the leading brands. For more information, go to www.ASPIREbeverages.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 April 1, 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.

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

Source: Life Time Fitness, Inc.