

March 3, 2015



IRONMAN and Life Time Fitness Expand Relationship with Exchange of Boulder Sprint, Boulder Peak and Life Time Tri Soma

Life Time Tri Soma to become IRONMAN 70.3 Arizona; Boulder Sprint and Boulder Peak triathlons to join the Life Time Tri Series

CHANHASSEN, Minn. & TAMPA, Fla.--(BUSINESS WIRE)-- [IRONMAN](#) and [Life Time – The Healthy Way of Life Company](#)SM (NYSE: LTM), announced today the continuation of their partnership with the exchange of three continuing events.

1. The Life Time Tri Soma triathlon will be rebranded as IRONMAN[®] 70.3[®] Arizona and will take place on October 18, 2015 in Tempe, Az.
2. Life Time will acquire the Boulder Peak triathlon, which will take place on July 12, 2015 and will be rebranded the Life Time Tri Boulder Peak.
3. Life Time Fitness will be title sponsor of the Boulder Sprint triathlon, scheduled to take place in conjunction with IRONMAN 70.3 Boulder on June 13, 2015. In 2016, ownership of the Boulder Sprint will transfer to Life Time.

In addition, Life Time will sponsor 34 U.S. IRONMAN and IRONMAN 70.3 races annually through 2017, and the Life Time Tri Series will become the official U.S. Short-Distance Partner of the IRONMAN[®] Age Group Ranking and All World Athlete[™] Programs.

“We are proud to broaden our partnership with Life Time Fitness and are confident our relationship will continue to grow the sport of triathlon among men and women of all ages,” said Andrew Messick, Chief Executive Officer of IRONMAN. “With the popularity of IRONMAN Arizona among athletes, we are thrilled to now be able to offer an IRONMAN 70.3 event in Tempe.”

“These developments combine to truly bring the best of short-and long-distance triathlons to participants,” said Kimo Seymour, Senior Vice President, Life Time Athletic Events and Media. “Additionally, as the Life Time Athletic Events and Media office relocates to the Boulder area early this summer, we’re excited for the opportunity to host two iconic triathlons in our backyard and expand our Life Time Tri Series portfolio to 13 events in 2015.”

During the past five months, IRONMAN and Life Time have made a collective commitment to growing the sport of triathlon through an expanding relationship including, Women For Tri[™], an advisory board aimed at welcoming more women into the sport, and Commit to Tri[™], a campaign aimed at motivating new and existing athletes to race triathlon in 2015.

General registration for IRONMAN 70.3 Arizona will open on Wednesday, March 11, 2015 at 12:00 p.m. EDT. IRONMAN 70.3 Arizona will offer 30 age-group qualifying slots to the 2016 IRONMAN 70.3 World Championship taking place in Sunshine Coast, Queensland, Australia.

More information on IRONMAN 70.3 Arizona can be found at www.ironman.com/arizona70.3. Athlete inquiries may be directed to arizona70.3@ironman.com.

General registration for the Boulder Sprint and the Life Time Tri Boulder Peak is currently open at www.ironman.com/bouldersprint and www.ironman.com/boulderpeak. All existing registrations for the Boulder Sprint and Boulder Peak triathlons will be honored. Athlete inquiries for those races may be directed to IRONMAN at bouldertriseriess@ironman.com or Tiffany Berenberg for Life Time at tberenber@lifetimefitness.com.

For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media may contact press@ironman.com. More information about the Life Time Tri Series can be found at www.lifetimeetri.com. Media may contact athleticeventspr@lifetimefitness.com.

About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

About Life Time Fitness, Inc.

As The Healthy Way of Life Company, Life Time Fitness 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 2, 2015, the Company operated 113 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.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150303006724/en/>

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Source: Life Time Fitness, Inc.