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Experience Life Magazine Wins Multiple Industry Awards

Category-Redefining Health and Fitness Magazine Receives Nine Awards for Editorial & Design Excellence

EDEN PRAIRIE, Minn.--(BUSINESS WIRE)--

At the 11th annual Minnesota Magazine and Publications Association (MMPA) Publishing Excellence Awards Gala, Experience Life magazine was recognized with nine awards, including a Gold Award for Overall Excellence. This is the fifth consecutive year that Experience Life has garnered multiple MMPA awards for editorial and design excellence and the second Gold award for Overall Excellence in as many years.

Experience Life competed in the category of "General Interest" publications with a circulation of more than 60,000. More than 700 entries were judged in four basic categories: General Interest, Special Interest, Business/Trade and Association.

Experience Life is a healthy-way-of life magazine published 10 times a year by Life Time Fitness, Inc. (NYSE:LTM), a national operator of distinctive and large health and fitness centers. While in many respects a custom-published magazine, Experience Life is also available on select newsstands nationwide, and is aimed at a mass-market audience of health-motivated individuals. The magazine currently reaches a combined member and general-consumer audience, with a total circulation of more than 600,000.

This hybrid publishing model, combined with its crossover award appeal, large circulation and national newsstand presence, make it unique in both the custom-published and general-consumer magazine worlds.

"It's a tremendous honor to be recognized by our peers in this way," said Experience Life's founding editor in chief, Pilar Gerasimo. "I'm proud of our team of editors and designers for turning out such a steady supply of superb and original work. Anyone who works in this business knows that achieving this takes more than talent and creativity -- it takes intense commitment and hard work. Professional awards and recognition like this mean a lot to us, especially given the quality of magazines like Utne Reader, Minnesota Monthly and Mpls.St.Paul Magazine that are all vying for the same awards in the very competitive general-interest category."

Held on November 1, 2007, in Minneapolis, the MMPA Awards Gala is the largest magazine publishing event in the state. Within the areas of editorial, design and overall excellence, three awards - gold, silver and bronze - are available in each category.

Gerasimo also notes that receiving top honors from the MMPA has special significance for Experience Life because the magazine is, in many ways, an alternative-model publication.

"What started as a bold experiment six years ago -- a no-gimmicks, no-hype health-and-fitness magazine -- has become a recognized success. Our circulation has grown to more than 600,000 this year and we're now hearing from even more readers who say they appreciate our broad perspective on life, health and fitness, and the fact that we respect both their intelligence and their authentic priorities. Hearing those perspectives echoed in the comments from the MMPA Excellence Award judges was really rewarding, and it left us feeling more inspired than ever to stay true to our 'healthy, happy, for real' motto."

In addition to the MMPA's top award for overall general excellence, Experience Life also took home:

- A Gold award for Best How-To Article ("A Better Way to Burn Fat" featured in Jan/Feb 2007)
- A Gold award for Best Single Cover (September 2006)
- A Gold award for Best Use of Illustrations ("Fertile Ground" in September 2006)
- A Gold award for Best Overall Design (Jan/Feb 2007, April 2007, June 2007)
- A Silver award for Best Use of Illustrations ("A New View of Health" featured in April 2007)
- A Bronze award for Best How-To Article ("Three Deep Breaths" featured in October 2006)
- A Bronze award for Best Regular Column ("Renewal" featured in October 2006, December 2006, May 2007)
- A Bronze award for Best Single Topic Issue ("Raise a Fit Family" September 2006)

Available at most Barnes and Noble, Borders and B. Dalton locations nationwide, Experience Life is also available by subscription. It covers a wide variety of quality-of-life topics, including health and nutrition, fitness and athletics, personal wisdom, stress-management, sustainable lifestyle, active adventures and more. The magazine's in-depth features provoke the interest of fitness enthusiasts as well as those seeking a natural, healthier and happier way of life.

For more information about Experience Life, please visit www.lifetimefitness.com/magazine.

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE:LTM) operates distinctive and large sports and athletic, professional fitness, family recreation and resort/spa centers. As of November 8, 2007 the Company operated 68 centers in 15 states, including Arizona, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Nebraska, North Carolina, Ohio, Texas, Utah and Virginia. The Company also operated one satellite facility and four preview locations in existing and new markets.

Life Time Fitness provides consumers with personal training consultation, full-service spas and cafes, corporate wellness programs, health and nutrition education, the healthy lifestyle magazine, Experience Life, athletic events, and nutritional products and supplements. Life

Time Fitness is headquartered in Eden Prairie, Minnesota (www.lifetimefitness.com).

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Source: Life Time Fitness, Inc.