

October 10, 2010



Lisa Norden and Filip Osplay Win Professional Divisions at 2010 Toyota U.S. Open Triathlon

- Each claims \$20,000, outracing approximately 1,500 participants on October 10
- Norden successfully defends 2009 U.S. Open Triathlon first place finish
- Sara McLarty and Osplay secure 2010 Race to the Toyota Cup Championships
- Event concludes 2010 Life Time Fitness Race to the Toyota Cup Series

DALLAS--(BUSINESS WIRE)-- Life Time Fitness, Inc. ([NYSE: LTM](#)), today announced that Lisa Norden (SWE) and Filip Osplay (CZE) won in their respective professional divisions at the [Toyota U.S. Open Triathlon](#) October 10 in Dallas. With this win, Norden successfully defended her 2009 U.S. Open Triathlon win.

Competing against a stellar field of world-elite professionals on the event's international-distance course, Norden won the women's division at 1:57:18 and Osplay won the men's division at 1:47:24, each taking home a first-place prize of \$20,000.

In the women's division, Daniela Ryf (SUI) finished second at 1:59:00 and Laura Bennett (USA) finished third at 2:01:11. In the men's division, Osplay was followed by Stuart Hayes (GBR) at 1:47:43, one minute apart from third place finisher, Matt Reed (USA), at 1:48:45.

2010 Toyota U.S. Open Triathlon Results (Official)

Cash prizes were awarded to the top professional women and men competing in the event. Complete results are available at www.toyotausopentriathlon.com. Official professional division results from the race are as follows:

MEN

Triathlete	Official Time	Cash Prize	Series Points
Lisa Norden (SWE)	1:57:18	\$20,000	20,000
Daniela Ryf (SUI)	1:59:00	\$8,000	18,000
Laura Bennett (USA)	2:01:11	\$6,000	16,000

WOMEN

Triathlete	Official Time	Cash Prize	Series Points
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Filip Osplay (CZE)	1:47:24	\$20,000	20,000
Stuart Hayes (GBR)	1:47:43	\$8,000	18,000
Matt Reed (USA)	1:48:45	\$6,000	16,000

2010 Racecourse Distances

Triathletes who participated in the international-distance and relay team competitions swam 1.5-kilometers, biked 40-kilometers, and ran 10-kilometers. A sprint-distance course, featuring a 0.80-kilometer swim, 20-kilometer bike and five-kilometer run, also was available to amateur participants.

2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Update:

The 2010 Series Professional Division [cash purse](#) included \$353,000 in individual race awards plus a \$68,000 Series Bonus purse. Additionally, the female and male professional Series champions each will receive a 2010 Toyota Prius at the Toyota U.S. Open Triathlon in Dallas.

Based on the unofficial Race to the Toyota Cup Series results, Sara McLarty (USA) and Osplay have secured women's and men's professional division championship titles based upon their total points accumulated through the series. McLarty and Osplay each have secured \$67,600 in cash prizes through the six events plus a 2010 Toyota Prius.

In order to be eligible for the Series Bonus and Toyota Cup, Professional triathletes must have started at least four of the six Series events, which included the June 27 PHLTYTRI, the July 10 Life Time Fitness Triathlon (Minneapolis), the July 18 Nautica New York City Triathlon, the August 29 Life Time Fitness Chicago Triathlon, and the October 3 Kaiser Permanente Los Angeles Triathlon Plus, the athletes must have competed in the [Toyota U.S. Open Triathlon Championship in Dallas](#).

Overall, for the [professional women's standings](#), Rebeccah Wassner (USA) and Nicole Kelleher (USA) finished in second and third place, respectively, behind McLarty.

Within the [men's professional division](#), Matt Reed (USA) and David Thompson (USA), secured second and third place standings, respectively, behind Osplay.

In addition to the professional division, the Life Time Fitness Triathlon Series provided elite and age-group participants with awards and opportunities to participate in the Series Championship in Dallas. More than 50 age-group athletes and 10 elite men and women participated in the Toyota U.S. Open.

2010 Toyota U.S. Open Triathlon Sponsors:

Life Time Fitness is proud to recognize the [2010 Toyota U.S. Open Triathlon Sponsors](#):

- Active.com
- All3Sports.com
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- Champion System
- Clif Bar
- Dallas Convention and Visitors Bureau
- Genesis Today
- GU Energy Gel
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- Life Time Fitness
- Mattress Giant
- Muscle Milk(R)
- ORBEA
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- Smartwater(R)
- Toyota, the presenting sponsor of the Life Time Fitness Triathlon Series Race to the Toyota Cup
- Triathlete Magazine
- TYR
- Sun and Ski Sports
- Skechers Shape-ups(R)
- ZICO(R)
- ZIPP Speed Weaponry

About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.77 million vehicles in 2009. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE: LTM) is a healthy way of life company based in Chanhassen, Minnesota. The Company is dedicated to providing programs and services that help its members connect and engage with their areas of interest, and achieve success with their health and fitness goals. Life Time Fitness designs and operates distinctive, multi-use sports, professional fitness, family recreation and spa/resort centers that help members lead healthy and active lives. As of October 10, 2010, the Company operated 89 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at lifetimefitness.com.

Source: Life Time Fitness, Inc.