

May 10, 2011



## **Anthem Blue Cross and Blue Shield Named Presenting Sponsor of Leadman Life Time EPIC 250 Triathlon**

LAS VEGAS--(BUSINESS WIRE)-- Anthem Blue Cross and Blue Shield has been named the presenting sponsor of the inaugural Leadman Life Time EPIC 250 Triathlon, taking place in Las Vegas on Saturday, May 14.

"We are pleased to be involved with such an innovative event as it enables us to continue our mission of promoting health and fitness here in Nevada and throughout the community," said Mike Murphy, president and general manager of Anthem in Nevada. "The Leadman EPIC 250 provides the perfect combination of endurance and daring to inspire athletes of all abilities to reach their full potential and lead a healthy lifestyle."

The inaugural Leadman EPIC 250 will include more than 50 of the fittest triathletes in the sport. The event offers a unique 250-kilometer ultra-distance triathlon, including a five-kilometer (3.1 mile) swim in the shadow of Dead Man's Island, 223-kilometer (138.6-mile) bike through the Valley of Fire State Park, and a 22-kilometer (13.7-mile) run along a trail that once brought workers and materials to build Hoover Dam. In addition to the full Leadman EPIC 250-kilometer distance, a half Leadman course and three-person relay team division is offered.

"Life Time is excited to have Anthem on board as we launch this unique healthier distance to the sport," said Kenneth Cooper, vice president, [Life Time Endurance and Athletic Events](#). "Continuing with our tradition and commitment of providing world-class endurance events, we're happy to welcome sponsors like Anthem, who shares our vision of excellence and super human performance."

About Life Time Fitness, Inc.

As the Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) delivers the certified professionals, comprehensive businesses and incredible destinations that help people positively change their lives every day. The Company's healthy way of life approach enables its customers to achieve their health 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. As of May 10, 2011, the Company operated 91 centers under the LIFE TIME FITNESS<sup>(R)</sup> and LIFE TIME ATHLETIC<sup>SM</sup> brands primarily in suburban locations in 20 states and 24 major markets. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

About Anthem Blue Cross and Blue Shield in Nevada:

Anthem Blue Cross and Blue Shield is the trade name of Rocky Mountain Hospital and Medical Service, Inc., an independent licensee of the Blue Cross Blue Shield Association.

(R) ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. Additional information about Anthem Blue Cross and Blue Shield in Nevada is available at [www.anthem.com](http://www.anthem.com). Also, follow us on Twitter at [www.twitter.com/healthjoinin](https://www.twitter.com/healthjoinin), on Facebook at [www.facebook.com/HealthJoinIn](https://www.facebook.com/HealthJoinIn), or visit our YouTube channel at [www.youtube.com/healthjoinin](https://www.youtube.com/healthjoinin).

Source: Life Time Fitness, Inc.