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CEO Challenges and Life Time Foundation Partner to Improve Children's Nutrition

Money raised through CEO Challenge Charity program to support needed change in school lunches

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [CEO Challenges](#)[®], the world leader in sport competitions designed specifically for CEOs and business owners, today announced [Life Time Foundation](#)^(SM), the charitable giving component of Life Time – The Healthy Way of Life Company (NYSE: [LTM](#)), as its designated charity partner for 2013. Throughout the year, a portion of the money raised through each competitor's entry fee will be donated to the Life Time Foundation's current mission to improve children's nutrition through healthier school lunches. Because Life Time contributes all administrative costs, 100% of every dollar donated to the Life Time Foundation directly supports its missions.

"The CEOs who participate in our events demonstrate a positive, healthy way of life in all they do," says Ted Kennedy, president of CEO Challenges. "As we looked to find a new charity partner, we were drawn to the Life Time Foundation and its mission — inspiring healthy people and supporting a healthy planet. In many ways, the Life Time Foundation is helping to raise the CEOs of our future. It's a perfect match."

In 2012, CEO Challenge events generated \$82,000 for multiple charities through its various sport competitions for C-Level Executives. The 2013 CEO Challenges feature 13 sport competitions including cycling and triathlon events, and a portion of the CEOs' entry fees from each event will benefit the Life Time Foundation. The CEO Endurance World Championship alone will generate \$50,000 for charity.

"We are honored to be selected as the official charity partner of CEO Challenges as we aim to make dramatic improvements in the quality of nutrition we're providing our young people," says Barb Koch, Director of the Life Time Foundation. "The opportunity to partner with a like-minded organization and executive participants who understand the value and importance of giving back is critical. Improving school lunches for healthier futures is our mission and we thank CEO Challenges for their much-needed support."

Interested CEOs or business owners can register for any of the CEO Challenges events by visiting www.ceochallenges.com.

About CEO Challenges

CEO Challenges is the world leader in sport competitions designed for business owners and C-level Executives, with the end goal of finding the world's best CEO in several sports. Founded in 2001 with the CEO Ironman Challenge, CEO Challenges has expanded to include CEO Endurance, Triathlon, Cycling, Skiing, and Marathon Challenges in spectacular settings worldwide. Sponsors include AIG, Zoot, Cervélo and Forbes. CEO Challenges is a division of Life Time – The Healthy Way of Life Company (NYSE: LTM).

About Life Time Foundation

The Life Time Foundation aims to inspire healthy people and a healthy planet – one mission at a time. With a goal of ensuring every child has a healthy start in life, our current mission is all about improving children’s nutrition, beginning with healthy eating and exercise at school and home. Because Life Time Fitness, Inc., contributes all administrative costs, 100% of every dollar donated to the Life Time Foundation directly supports our missions.

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 February 27, 2013, the Company operated 105 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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