

June 5, 2014



Major Course Enhancements Announced for 2014 Transamerica Chicago Triathlon

Changes by Life Time and City of Chicago include new bike course – the race’s first course change since 1996 – offering International distance participants an unparalleled experience

CHICAGO--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#), in partnership with the City of Chicago, today announced several major course enhancements to the Transamerica Chicago Triathlon weekend presented by Toyota on August 22-24, 2014.

Weekend changes include:

- New Bike Course for the International distance event
- New start sequence for Sunday races
- Flexible race morning transition access, and optional Saturday racking - Sprint & International athletes
- Team Racing with USAT Club Nationals & Team Challenge Competitions
- Designated Spectator viewing areas & shuttles for Sunday races
- Special Divvy Wave with Divvy Bikes at the SuperSprint event

The enhancements are part of a greater multi-year initiative to evolve the urban triathlon experience and build community within the triathlon market. Registration for the 2014 Transamerica Chicago Triathlon is currently open, and with registration reduced to 7,000 available spots this year, the event is expected to sell out.

“Our commitment, on behalf of Life Time, the City of Chicago, Transamerica and Toyota, is to create an experience from start to finish that provides an uncompromising quality for every participant, whether a first-timer or International distance participant. These changes address two of the Transamerica Chicago Triathlon’s biggest historic challenges: long waits to start events and bike course congestion,” says Kimo Seymour, Vice President of Life Time Athletic Events. “With the support of our partners Transamerica and Toyota, we are ready to provide the ultimate urban tri experience.”

The new bike course is the race’s first course change since 1996, offering International distance participants a unique tour of Chicago. The ride begins at Chicago’s scenic lakefront along Lake Shore Drive, traveling underneath “The Loop” on newly rebuilt Lower Wacker Drive, into the heart of the financial district, then through the city’s most unobstructed freeway, the Lower Randolph Busway.

Participants in the 2014 event will notice a variety of other changes to Sunday’s Sprint and International distance races, including optional Saturday bike check in the DuSable Harbor

Transition area and flexible transition access hours on race day. A newly designed Transition area will allow athletes with later start times to check-in while other races are in process. Those who finish early will be allowed to gather their gear before others have finished racing. These changes allow for the Professional race to begin first (at 6:00 a.m.), followed by the International distance race, then the Sprint distance event. Dedicated spectator viewing areas will be established along the bike and run courses.

Due to the variety of race weekend changes, mandatory Athlete Briefings will be provided for all Sprint and International distance competitors during the Transamerica Chicago Triathlon Multisport & Fitness Expo at the Chicago Hilton & Towers (August 22-23).

Although the weekend culminates with the Transamerica Chicago Triathlon, the weekend also consists of the Life Time Kids Tri Chicago, presented by CLIF KID, and the Chicago Triathlon SuperSprint races (including the new Divvy Wave) on Saturday, August 23 at Montrose Beach.

For more information or to register, visit Chicagotriathlon.com. For more information about the Life Time Tri Series, visit LifeTimeTri.com or like [LifeTimeTri on Facebook](https://www.facebook.com/LifeTimeTri).

About Transamerica Direct

Transamerica Direct is the direct-to-consumer business unit of Transamerica. At Transamerica, we help our customers Transform Tomorrow[®]. Through Transamerica Direct, the Transamerica companies offer a wide array of life and health insurance solutions that create better tomorrows by protecting families and their dreams. Insurance products and services are issued by Transamerica Life Insurance Company, Cedar Rapids, IA, and affiliated Transamerica companies.

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About Toyota

Toyota, the world's top automaker and creator of the Prius, is committed to building vehicles for the way people live through its **Toyota, Lexus and Scion** brands. Over the past 50 years, the company has built more than 25 million cars and trucks in North America, where Toyota operates 14 manufacturing plants (10 in the U.S.) and directly employ nearly 40,000 people (more than 37,000 in the U.S.). The company's 1,800 North American dealerships sold more than 2.5 million cars and trucks in 2013 – and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today. (NYSE:TM) For more information about Toyota, visit www.toyotanewsroom.com.

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 June 5, 2014, the Company operated 111 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.

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Source: Life Time Fitness, Inc.