

September 25, 2014



Thousands Anticipated to Debut New Course at 2014 Michelob ULTRA Dallas 13.1 Marathon

Oct. 25 event to start and finish at AT&T Performing Arts Center

Life Time Fitness, Inc. (NYSE:LTM):

WHAT: The [2014 Michelob ULTRA Dallas 13.1 Marathon®](#), produced by [Life Time – The Healthy Way of Life Company](#), will take place Saturday, Oct. 25, 2014.

Life Time and the 2014 Michelob ULTRA Dallas 13.1 Marathon will debut a brand new course that starts and finishes at AT&T Performing Arts Center and highlights the Dallas Arts District, M Streets, Katy Trail and the Historic West End. The event features live entertainment stations along the course including cheer squads, bands and music from DJ's to keep participants moving throughout the fun-filled 13.1 mile course. Thousands of runners can celebrate with an ice cold Michelob ULTRA at the post-race event party (available to participants 21 & over, who present valid ID). For those looking to run or walk in a shorter distance, a 5K race will also take place.

Divisions in the 13.1 mile race include Youth (17 and under), Open (elite athletes ineligible), Masters (over 55) and Grand Masters (over 65). In addition, "The King and Queen of the Hill Challenge" will once again crown the fastest male and female to run the Ross Ave hill. A special split will be timed from the base to the Ross Avenue crest.

WHEN/ Saturday, October 25, 2014
WHERE: 7:30 a.m. Runner Start

AT&T Performing Arts Center
2403 Flora Street
Dallas, TX 75201

MEDIA OPPORTUNITIES: -- Interview Michelob ULTRA Dallas 13.1 Marathon race director to learn about the new course and the event in general
-- Participant stories and why they're choosing to participate in the event
-- On-site day of media access

REGISTRATION: Registration is still open at <http://www.131marathon.com/dallas/>. For additional information about the Michelob ULTRA 13.1 Series visit <http://www.131marathon.com>. To learn more about Life Time Athletic Events, visit EventsByLifeTime.com.

*** MEDIA NOTE: For on-site media credentials, please contact Lauren Hartung at 952-229-7776 or lhartung@lifetimefitness.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 September 25, 2014, the Company operated 112 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.