March 8, 2011

Feel Good about That Multivitamin You're Giving to Your Kids

Healthy ingredients highlight new Life Time Fitness Growing Healthy Kids Multivitamin

- Formulation addresses nutrition deficiencies without corn syrup, sugar, artificial flavors and colors or other unhealthy ingredients typically found in kids multivitamin products
- Packed with 26 vitamins and minerals, the supplements uniquely allow for maximum absorption of vital nutrients
- Available to membersat Life Time destinations and to the public online at http://shop.lifetimefitness.com

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time Fitness, Inc. (NYSE:LTM), the healthy way of life company, is launching a children's multivitamin that delivers readily absorbable vitamins and minerals to support healthy growth, development and metabolism in children ages two and older. The Life Time Fitness Growing Healthy Multivitamin was specially formulated for Life Time by the team at Integrative Health Resources, Inc., headed by James B. LaValle, Clinical Pharmacist, Naturopathic Doctor and Board Certified Clinical Nutritionist. Named 'Clinician of the Year for 2011' by the Natural Product Industry, LaValle has extensive experience in creating proven and effective formulations.

"Vitamins and minerals are essential to a child's health," says LaValle. "Since our bodies cannot produce these elements on their own, I formulated the Life Time children's multivitamins with just the right amount of nutrients, so a child's body can grow and function properly. Plus, the chewable formula makes the vitamin-taking process more enjoyable for kids."

Children commonly experience deficiencies in iodine, magnesium and vitamins C, A, D and B12, which can contribute to allergy and asthma development, weight gain and obesity, an increase in colds or flues, behavioral problems and poor bone health.[1,2,3,4,5]

Lacking the typical solution of sugar, high-fructose corn syrup or artificial additives that are associated with headaches, concentration difficulties, immune imbalances, weight gain and blood sugar imbalances[6, 7] the Life Time Fitness Growing Healthy Kids Multivitamin incorporates a unique blend of stevia (a natural herb), xylitol (found in berries, fruit, vegetables and mushrooms[9]) and Lo Han fruit (native to southern China).

"With so many of our nation's children experiencing serious nutrient deficiencies, it is imperative that they have a complete, absorbable, healthy multivitamin," said Tom Nikkola, director of nutrition and weight management at Life Time Fitness.[10] "Our Growing Healthy Multivitamin tastes great, is packed with good nutrients and free of additives or artificial sweeteners."

The cherry-flavored Life Time Fitness Growing Healthy Multivitamin provides for maximum absorption of vital nutrients in two tablets daily. The product retails for $23.99--a two-month supply--and is available to members at Life Time Fitness destinations and to the public online at http://shop.lifetimefitness.com.

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 March 8, 2011, the Company operated 90 centers under the LIFE TIME FITNESS(R) and LIFE TIME ATHLETIC(SM) 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.

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Source: Life Time Fitness, Inc.