

February 28, 2008



## 2008 Life Time Fitness Triathlon Series Schedule, Prize Purse Set

**Series to Begin with July 12 Life Time Fitness Triathlon in Minneapolis and Conclude in Dallas with October 5 Toyota U.S. Open Triathlon Championship; Pro Prize Purse to be \$1.4+ Million**

CHANHASSEN, Minn.--(BUSINESS WIRE)--

Life Time Fitness, Inc. (NYSE: LTM) today announced the event schedule, prize purse and points details for the 2008 Life Time Fitness Triathlon Series.

Established in 2006, the groundbreaking Series uniquely combines five of the most prominent Olympic-distance triathlon events: the Life Time Fitness Triathlon (July 12 in Minneapolis), Nautica New York City Triathlon (July 20), Accenture Chicago Triathlon (August 24), Kaiser Permanente Los Angeles Triathlon (September 6), and the Toyota U.S. Open Triathlon (October 5 in Dallas). The Dallas event also serves as the Series championship.

New for 2008 is the addition of The Race for the Toyota Cup, which will be awarded to the top female and male triathletes in each of three separate divisions: Professional, Elite Amateur and Age Group at the Toyota U.S. Open Triathlon in Dallas. (See BUSINESS WIRE - FEBRUARY 28 - LIFE TIME FITNESS AND TOYOTA MOTOR SALES U.S.A. ANNOUNCE 'RACE FOR THE TOYOTA CUP'.)

In total, the 2008 Life Time Fitness Triathlon Series will offer more than \$1.4 million in cash prizes.

First introduced to the Series in 2007, a point system will determine the overall champion in the Female and Male Professional divisions. Based upon professional athlete race starts and finishes at each Series event, points will be awarded and used to determine the top three female and male athletes who will be eligible for the Series Bonus. In order to be eligible for the Series Bonus and Toyota Cup, athletes must start each of the five Series events and earn a minimum of 29,000 points. Only the athletes' top four event finishes will be used to determine final point standings and the overall Series champion.

2008 Life Time Fitness Triathlon Series Prize Purse

Finish Place	Minneapolis		New York		Chicago	
	Male	Female	Male	Female	Male	Female
1	\$60,000	\$60,000	\$8,000	\$8,000	\$10,000	\$10,000
2	\$25,000	\$25,000	\$4,000	\$4,000	\$6,000	\$6,000

3	\$15,000	\$15,000	\$2,000	\$2,500	\$4,500	\$4,500
4	\$7,000	\$7,000	\$1,000	\$1,000	\$3,000	\$3,000
5	\$6,000	\$6,000	\$500	\$500	\$2,500	\$2,500
6	\$4,000	\$4,000	\$0	\$0	\$2,000	\$2,000
7	\$3,000	\$3,000	\$0	\$0	\$1,800	\$1,800
8	\$2,500	\$2,500	\$0	\$0	\$1,200	\$1,200
9	\$1,500	\$1,500	\$0	\$0	\$900	\$900
10	\$1,000	\$1,000	\$0	\$0	\$600	\$600
11	\$0	\$0	\$0	\$0	\$0	\$0
12	\$0	\$0	\$0	\$0	\$0	\$0
Bonus	\$0	\$0	\$0	\$0	\$1,000	\$1,000
Total Purse	\$250,000		\$31,000		\$67,000	

Finish Place	Los Angeles		Dallas	
	Male	Female	Male	Female
1	\$10,000	\$10,000	\$60,000	\$60,000
2	\$4,000	\$4,000	\$25,000	\$25,000
3	\$2,000	\$2,000	\$15,000	\$15,000
4	\$1,400	\$1,400	\$7,000	\$7,000
5	\$1,200	\$1,200	\$6,000	\$6,000
6	\$800	\$800	\$4,000	\$4,000
7	\$600	\$600	\$3,000	\$3,000
8	\$0	\$0	\$2,500	\$2,500
9	\$0	\$0	\$1,500	\$1,500
10	\$0	\$0	\$1,000	\$1,000
11	\$0	\$0	\$0	\$0
12	\$0	\$0	\$0	\$0
Bonus	\$1,000	\$1,000	\$0	\$0
Total Purse	\$42,000		\$250,000	

2008 Life Time Fitness Triathlon Series Point System  
 (Points will be awarded to the top ten finishers in the female and  
 male Professional divisions. A minimum of 29,000 points must be

achieved in the top four finishes for bonus qualification.)

Finish Place	7/12/08 Minneapolis	7/20/08 New York	8/24/08 Chicago	9/6/08 Los Angeles	10/5/08 Dallas
1	15,000	10,000	10,000	10,000	20,000
2	9,000	6,000	6,000	6,000	12,000
3	5,700	3,800	3,800	3,800	7,600
4	3,900	2,600	2,600	2,600	5,200
5	3,450	2,300	2,300	2,300	4,600
6	2,850	1,900	1,900	1,900	3,800
7	2,550	1,700	1,700	1,700	3,400
8	2,250	1,500	1,500	1,500	3,000
9	2,100	1,400	1,400	1,400	2,800
10	1,950	1,300	1,300	1,300	2,600

#### 2008 Life Time Fitness Triathlon Series Bonus

(Series bonuses will be awarded to the top three finishers the female and male Professional divisions. Should the same female and/or male pro win all Series events, the Series Super Bonus will be awarded.)

Finish Place	Female Division	Male Division	Series Super Bonus	
			Female Division	Male Division
1	\$60,000	\$60,000	\$300,000	\$300,000
2	\$25,000	\$25,000		
3	\$15,000	\$15,000		

2008 Life Time Fitness Triathlon Race for the Toyota Cup event participant finish results and current point standings will be made available at the Life Time Fitness Triathlon Series Web site, [lfttriathlonseries.com](http://lfttriathlonseries.com), as the 2008 Life Time Fitness Triathlon Series progresses.

#### About the Life Time Fitness Triathlon Series

In groundbreaking fashion, the Life Time Fitness Triathlon Series launched in 2006 and created the first-ever connection among the four most prominent Olympic-distance triathlon events in the United States. The Life Time Fitness Triathlon ([lfttriathlon.com](http://lfttriathlon.com)), held in Minneapolis, is produced by Life Time Fitness, Inc. The Accenture Chicago Triathlon ([chicagotriathlon.com](http://chicagotriathlon.com)) is produced by Creative & Production Resources, Inc (CAPRI Events). The Kaiser Permanente Los Angeles Triathlon ([LATriathlon.com](http://LATriathlon.com)) is produced by Pacific Sports LLC. The Nautica New York City Triathlon ([nyctri.com](http://nyctri.com)) is produced by Korff Enterprises. For more information, visit the Life Time Fitness Triathlon Series Web site,

lfffriathlonseries.com.

#### About Toyota Motor Sales, U.S.A., Inc.

Toyota established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. There are more than 1,400 Toyota, Lexus and Scion dealerships in the U.S. which sell more than two million vehicles a year. Toyota directly employs more than 32,000 people in the U.S. and its investment here is currently valued at more than \$13 billion, including sales and manufacturing operations, research and development, financial services and design.

#### About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE:LTM) operates distinctive and large, multi-use sports and athletic, professional fitness, family recreation and resort and spa centers. The company also provides consumers with personal training consultation, full-service spas and cafes, corporate wellness programs, health and nutrition education, the healthy lifestyle magazine, Experience Life, athletic events, and nutritional products. As of February 28, 2008, Life Time Fitness operated 71 centers in 16 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Nebraska, North Carolina, Ohio, Texas, Utah and Virginia. The Company also operated one satellite facility and five preview locations in existing and new markets. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at [www.lifetimefitness.com](http://www.lifetimefitness.com). LIFE TIME FITNESS, the LIFE TIME FITNESS logo, EXPERIENCE LIFE, and the LIFE TIME FITNESS TRIATHLON SERIES are registered trademarks of Life Time Fitness, Inc. All other trademarks or registered trademarks are the property of their respective owners.

Source: Life Time Fitness, Inc.