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# Life Time Fitness Takes Triathlon Indoors

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

The great outdoors long have been the standard host to triathlon events worldwide. Identify a suitable body of water for swimming along with a bike and run course and you've got the makings of a triathlon - whether it be a small, grassroots community event or a large-scale, high profile race on an international stage. No stranger to outdoor triathlon events, Life Time Fitness (NYSE: LTM) already has in place the groundbreaking Life Time Fitness Triathlon Series ([lfttrathlonseries.com](http://lfttrathlonseries.com)), which connects five of the most prominent Olympic-distance triathlon events in the United States: the Life Time Fitness Triathlon (Minneapolis), Nautica New York City Triathlon, Accenture Chicago Triathlon, Kaiser Permanente Los Angeles Triathlon and the Toyota U.S. Open Triathlon (Dallas).

Today, the Company also has taken steps to bring the sport of triathlon indoors at 30 of its nationally based multi-use sports and athletic, professional fitness, family recreation and resort and spa centers. Suitable for all fitness levels and abilities, the indoor triathlon engages participants in the traditional swim, bike and run triathlon activities, leveraging Life Time Fitness' pools, bikes (in dedicated cycle theaters) and treadmills. However, unlike a traditional triathlon, which is measured by rigid course distances, indoor triathlon performance is measured by total distance covered in the time allowed. The more distance covered in a set time, the higher the participant's score.

Marilyn Franzen, Life Time Fitness Athletic Events Director, commented on the Company's portfolio of athletic events held annually across its various markets. "In keeping with our healthy way of life company and brand, we aim to help our members establish and maintain healthy and active lifestyles. Considering that health and wellness is a lifelong journey, not a destination, we see our athletic events as an excellent opportunity for members to continually set goals and realize achievements whether they be through our 5K run/walks or indoor and outdoor triathlon events. From beginners seeking to experience their first triathlon in a controlled environment to triathlon enthusiasts seeking an off-season tune up, our indoor events represent a great opportunity to keep a fitness plan on track."

The Life Time Fitness indoor triathlon events also welcome family and friends to cheer on the competitors.

Think the indoor triathlon isn't for you? Consider the stories of Life Time Fitness members Joanne Baird and Robert Buchanan.

Joanne Baird, a member at Life Time Fitness Chanhassen (Minnesota), took on the indoor triathlon challenge. At 53 years old and after shedding 60 pounds in the past two years with the guidance of her personal trainer, Chuck Priest, she felt that the challenge of an indoor triathlon was the proper next step in her fitness journey. Having completed the event, Baird now plans to take her experience to the next level by participating in the outdoor Life Time Fitness Triathlon (Minneapolis in July).

Roger Buchanan, a visually impaired athlete, participated in the Life Time Fitness Cinco Ranch (Katy, Texas) indoor triathlon. With the guidance and encouragement he received before, during and after the event, Buchanan touts the rewards of setting - and achieving - his goal to complete the event as the drive behind his goal to compete once again next year.

Contact Life Time Fitness to learn more about these and other inspiring stories of individuals who have taken the step to compete in the Life Time Fitness indoor triathlon events as one key step in their health and wellness journey. In 2008, 30 Life Time Fitness indoor triathlon events will be held. Events are open to both members and non-members. For more information, visit <http://www.lifetimefitness.com/events> or contact your local Life Time Fitness location.

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 March 27, 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.

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