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Experience Life Magazine's Web Site Wins Top Industry Award

ExperienceLifeMag.com Earns "Magazine Standard of Excellence" Award from Web Marketing Association for Outstanding Achievement in Web Site Development

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

Experience Life, a healthy-way-of life magazine published by Life Time Fitness, Inc. (NYSE: LTM), announced today that the magazine's healthy-living Web site, ExperienceLifeMag.com, has won a "Standard of Excellence" WebAward from the Web Marketing Association. The organization's annual competition, the industry's premier Web site award contest, recognizes outstanding achievement in Web site development.

Launched on January 1, 2008, ExperienceLifeMag.com won high marks for being content-rich, easy to navigate, highly searchable and, according to one WebAward judge, "a site that any healthy-living enthusiast should add to their favorites, for fresh and in-depth information."

The magazine's editorial team partnered with Webknowledgey (www.webknowledgey.com), a Plymouth, Minn.-based Web development firm for the site's design and interface development. They partnered with Los Angeles-based CrownPeak (www.crownpeak.com) to develop the site's content-management system.

"Our first objective was to make it easier for visitors to find the healthy-living advice and inspiration they need," said Pilar Gerasimo, Experience Life's editor in chief. "Our second objective was to leverage the magazine's unique editorial strengths, including its depth and unusual whole-person, whole-life perspective. We've amassed a large library of well-researched, thoughtful content, and our new site's design and infrastructure make it incredibly simple to search, browse and navigate this body of work. The site also enables us to offer new content, such as podcasts, videos, blogs and forums, which helps us reach out to health-motivated people in exciting new ways."

In its 12th year, the WebAward Competition names the best Web sites in 96 industries. Nominations are provided by interactive agencies and Web site marketing departments in more than 47 countries. The Web Marketing Association is led by Internet marketing, online advertising, public relations and top Web site design professionals who share an interest in improving the quality of online advertising, Internet marketing and Web site promotion.

In the competition's Magazine category, ExperienceLifeMag.com competed with SmartMoney.com, MensHealthLiving.com, FitnessMagazine.com, EcoHomeMagazine.com and AdWeek.com, among others. Web sites were judged on seven criteria: design, innovation, content, technology, interactivity, copywriting and ease of use. ExperienceLifeMag.com scored above the industry and WebAward averages in six of the

seven areas.

About Experience Life

First published in 2001, Experience Life is an award-winning, healthy-lifestyle magazine committed to helping its readers improve their health and fitness while enjoying more satisfying, authentic and meaningful lives. It covers a wide variety of quality-of-life topics, including health and nutrition, fitness and athletics, personal wisdom, stress-management, sustainable lifestyle, active adventures and more. Published 10 times a year, Experience Life is available by subscription and on select newsstands nationwide, including many Whole Foods and Barnes and Noble stores. It currently enjoys a circulation of more than 600,000, with an MRI-estimated reach of 2.7 million. For more information about Experience Life, including seven years of archived content, please visit the award-winning ExperienceLifeMag.com.

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 October 16, 2008, Life Time Fitness operated 78 centers in 17 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, North Carolina, Ohio, Texas, Utah and Virginia. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at lifetimefitness.com. LIFE TIME FITNESS, 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.