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Experience Life Magazine Wins Multiple Industry Awards

Whole-person, Whole-life Health and Fitness Magazine Receives 14 Awards for Editorial and Design Excellence

CHANHASSEN, Minn.--(BUSINESS WIRE)-- At the 12th annual Minnesota Magazine and Publications Association (MMPA) Publishing Excellence Awards Gala, Experience Life magazine was recognized with 14 awards, including a Silver Award for Overall Excellence. This is the sixth consecutive year that Experience Life has garnered multiple MMPA awards for its editorial and design achievements.

Experience Life competed in the, "General Interest, Circulation over 60,000," category. More than 700 entries were judged in four basic categories: General Interest, Special Interest, Business/Trade, and Association.

"We're delighted to have been honored with these awards," said Experience Life's founding editor in chief, Pilar Gerasimo. "It's a wonderful affirmation of the work that we do and of our commitment to producing an exceptional magazine that makes a real difference in peoples' lives."

Experience Life is a "whole-person, whole-life" health and fitness magazine published 10 times a year by Life Time Fitness, Inc. (NYSE: LTM). The magazine currently enjoys a total circulation of more than 600,000 with an estimated total reach of more than 2.5 million readers.

Experience Life is aimed at a mainstream audience of health-motivated individuals who are interested in achieving their personal potential and balancing the demands of their busy lives.

"There are plenty of other magazines out there focusing on six-pack abs and miracle diets," says Gerasimo. "We pride ourselves on going deep into the health and fitness issues that really matter, and on addressing all aspects of well-being, including mind, body and emotion, but also less well-recognized influences -- like culture, community, environment -- that can have a profound effect on our health and our choices. It's particularly gratifying to have been recognized with awards for our work on topics representing all of these different concerns."

Held on November 6, 2008, in Minneapolis, the MMPA Awards Gala is one of the largest magazine publishing events in the Midwest. Within the areas of editorial, design and overall excellence, three awards -- gold, silver and bronze -- are available in each category.

In addition to the silver award for overall general excellence, Experience Life also took home:

-- Gold: Best How-To Article ("Clear the Bar" featured in May 2008)

- Gold: Best Regular Column ("Renewal" featured in September 2007, October 2007, January/February 2008)
- Gold: Best Single-Topic Issue ("All Together Now" in September 2007)
- Silver: Best Overall Design (January/February 2008, March 2008, April 2008)
- Silver: Best How-To Article ("Pause for Power" featured in June 2008)
- Silver: Best Regular Column ("Nutrients" featured in November 2007, January/February 2008, March 2008)
- Silver: Best Single-Topic Issue ("Let the Healing Begin" in November 2007)
- Silver: Best Use of Visuals/Illustrations ("Good Bacteria Welcome" featured in July/August 2007)
- Bronze: Best Digital Media (www.experiencelifemag.com)
- Bronze: Best Feature Article ("Build a Better Brain" featured in October 2007)
- Bronze: Best How-To Article ("Have Body, Will Travel" featured in March 2008)
- Bronze: Best Regular Column ("Thoughts From the Editor" featured in May 2007, September 2007, December 2007)
- Bronze: Best Single Topic Issue ("Stay Strong" in October 2007)

Since 2002, Experience Life has earned 45 MMPA awards, including three gold awards for Overall Excellence. The magazine has also been nominated for and won a variety of other regional and national awards, including a recent "Standard of Excellence" award from the Web Marketing Association for the magazine's Web site, www.experiencelifemag.com.

Available at most Whole Foods, Barnes and Noble, Borders and B. Dalton locations nationwide, Experience Life is also available by subscription. It covers a wide variety of quality-of-life topics, including natural health, nutrition, fitness and athletics, personal wisdom, life balance, sustainable lifestyle, healthy cooking, active adventures, and more.

For more information about Experience Life, please visit www.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 December 17, 2008, Life Time Fitness operated 81 centers in 18 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, 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.

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