

July 8, 2010



Professional Triathletes Descend upon Twin Cities for 2010 Life Time Fitness Triathlon

International Field Headlines July 10 Event; Marks Second Race in 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time Fitness, Inc. (NYSE: LTM), today announced that defending Life Time Fitness Triathlon champions, Sarah Haskins and Matt Reed, will join an international professional field to battle for this year's honors in Minneapolis on July 10. The event serves as the second leg of the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup.

Last year, both Haskins and Reed used their wins in Minneapolis to propel them to the overall Life Time Fitness Triathlon Series Race to the Toyota Cup Championship.

Professionals scheduled to compete on Saturday include:

Men

- Craig Alexander (AUS)
- Greg Bennett (AUS)
- Matt Chrabot (USA)
- Cameron Dye (USA)
- Clark Ellice (NZL)
- Clayton Fettell (AUS)
- Henry Hagenbuch (USA)
- Filip Ospaly (CZE)
- Devon Palmer (USA)
- Matt Reed (USA)
- Andrew Starykowicz (USA)
- David Thompson (USA)
- Nicholas Vandam (USA)
- Andrew Yoder (USA)

Women

- Mary Beth Ellis (USA)
- Jenny Fletcher (USA)
- Sarah Haskins (USA)
- Sara McLarty (USA)
- Pip Taylor (AUS)
- Laurel Wassner (USA)
- Rebeccah Wassner (USA)

This year in Minneapolis, the female and male division winners each will take home \$20,000, with the additional top female and male finishers claiming a portion of the overall

professional cash purse. In addition to cash prizes, the top female and male finisher each will earn 15,000 points toward their pursuit of the coveted 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup.

The Life Time Fitness Triathlon begins and ends at Minneapolis' Lake Nokomis. The bike course navigates along the Mississippi River and around Lake Harriet before returning to the Lake Nokomis transition area. The event concludes with the run around Lake Nokomis in front of thousands of spectators.

2010 Life Time Fitness Triathlon Series Race to the Toyota Cup:

The 2010 Series Professional Division [cash purse](#) includes \$353,000 in individual race awards plus a \$68,000 Series Bonus purse. Additionally, the top female and male professional champion will receive a 2010 Toyota Prius at the Toyota U.S. Open Triathlon in Dallas.

In order to be eligible for the Series Bonus and Toyota Cup, Professional triathletes must start at least four of the six Series events, one of which must include the Toyota U.S. Open Triathlon Championship in Dallas.

In addition to the professional division, the Life Time Fitness Triathlon Series provides elite and age-group participants with awards and opportunities to participate in the Series Championship in Dallas. Through the first event, six elite men and women, and six age-group athletes qualified for awards.

2010 Life Time Fitness Triathlon Sponsors:

Life Time Fitness is proud to recognize the 2010 Life Time Fitness Triathlon sponsors:

- Toyota, the presenting sponsor of the Life Time Fitness Triathlon Series Race to the Toyota Cup
- TYR
- Champion System
- Clif Bar
- All Whites
- GU Energy Gel
- Gear West
- SHOUT
- MGD 64
- Minnesota Orthopedics Sports Medicine Institute
- American Express Delta Sky Miles
- HealthEZ
- LasikPlus
- Old Home Safflower Power
- RE/MAX
- AVIS Rent-a-car
- Budget Rent-a-car
- Triathlete Magazine
- J.R. Watkins
- Orbea
- CEP Socks
- Muscle Milk
- Active.com
- MFRA
- Dr. Pepper Snapple Group
- Dan's Southside Marine
- Caribou Coffee

About the Life Time Fitness Triathlon Series Race to the Toyota Cup

In groundbreaking fashion, the Life Time Fitness Triathlon Series launched in 2006 and created the first-ever connection among the most prominent international-distance triathlon events in the United States. Throughout the Series, an international field of professional triathletes battle to earn points and a chance to win the coveted Toyota Cup. In 2010, the Series consists of six events, including: the June 27 PHLYTRI (phillytri.com), the July 10 Life Time Fitness Triathlon (lftftriathlon.com), held in Minneapolis, the July 18 Nautica New York City Triathlon (nyctri.com), the August 29 Chicago Triathlon (chicagotriathlon.com), the October 3 Kaiser Permanente Los Angeles Triathlon (LATriathlon.com) and the October 10 Toyota U.S. Open Championship (toyotausopentriathlon.com), held in Dallas. For more information, visit the Life Time Fitness Triathlon Series Race to the Toyota Cup Web site, racetothetoyotacup.com.

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

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.77 million vehicles in 2009. Toyota directly employs nearly 30,000 people in the U.S. and its investment in the U.S. is currently valued at more than \$18 billion. For more information about Toyota, visit toyota.com, lexus.com, scion.com or toyotanewsroom.com.

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE: LTM) is a healthy way of life company based in Chanhassen, Minnesota. The Company is dedicated to providing programs and services that help its members connect and engage with their areas of interest, and achieve success with their health and fitness goals. Life Time Fitness designs and operates distinctive, multi-use sports, professional fitness, family recreation and spa/resort centers that help members lead healthy and active lives. As of July 8, 2010, the Company operated 88 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at lifetimefitness.com.

Source: Life Time Fitness, Inc.