

July 13, 2010



# Third Leg of 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Set for July 18 at Nautica New York City Triathlon

Life Time Fitness, Inc. (NYSE: LTM):

**WHAT:** 2010 Nautica New York City Triathlon - Third of six events in the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

**WHEN:** Sunday, July 18, 2010 - 5:50 a.m. (EDT)

**WHO:** 2009 Defending Nautica New York City Champions, Rebeccah Wassner (USA) and Greg Bennett (USA), along with 18 other female and male professionals, including:

Women

-- Florence Chretien (USA)  
-- Ashley Messoline (USA)  
-- Heidi Sarna (USA)  
-- Pip Taylor (AUS)  
-- Vicki Wade (GBR)

Men

-- Damon Barnett (USA)  
-- Nigel Cooper (AUS)  
-- Lars Finanger (USA)  
-- Tom Eickelberg (USA)  
-- Abraham Gagel (USA)  
-- Chris Ganter (USA)  
-- Henry Hagenbuch (USA)  
-- Jordan Jones (USA)  
-- Filip Ospaly (CZE)  
-- Matt Reed (USA)  
-- Nicholas Sterghos (USA)

**WHERE:** Swim Start

99th Street & Hudson River

**WHY:** The Pro field will be battling for the event's \$31,000 purse with the winner in both the female and male divisions taking home \$8,000 each. In addition to the cash prizes, the winners also will earn 10,000 points in the Life Time Fitness Triathlon Series Race to the Toyota Cup.

## About the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

The 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup is made up of six of the most prominent international-distance triathlon events in the United States:

- Philadelphia Insurance Triathlon - June 27
- Life Time Fitness Triathlon - July 10 (Minneapolis)
- Nautica New York City Triathlon - July 18
- Chicago Triathlon - August 29
- Kaiser Permanente Los Angeles Triathlon - October 3
- Toyota U.S. Open Triathlon - October 10 (Dallas)

The total Series Professional Division [cash purse](#) includes \$353,000 in individual race awards plus a \$68,000 Series Bonus. Toyota bolstered the Series prize purse to include the 2010 Toyota Prius vehicles - one each to be awarded to the top female and male champions determined at the Toyota U.S. Open Triathlon in Dallas.

As the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup progresses, participant results and current point standings will be made available at [racetothetoyotacup.com](http://racetothetoyotacup.com), the official Web site of the Life Time Fitness Triathlon Series Race to the Toyota Cup.

## 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 here is currently valued at more than \$18 billion. For more information about Toyota, visit [www.toyota.com](http://www.toyota.com), [www.lexus.com](http://www.lexus.com), [www.scion.com](http://www.scion.com) or [www.toyotaneewsroom.com](http://www.toyotaneewsroom.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 13, 2010, the Company operated 89 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at [www.lifetimefitness.com](http://www.lifetimefitness.com).

Source: Life Time Fitness, Inc.