

September 2, 2010



Rebecca Wassner and David Thompson Maintain Points Lead in 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

Athletes Shift Focus to Fifth Series Event, the October 3 Kaiser Permanente Los Angeles Triathlon

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Following the fourth event of the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup--the Life Time Fitness Chicago Triathlon--professional triathletes, Rebecca Wassner (USA) and David Thompson (USA), remain the points leaders. Next up for the Series is the Kaiser Permanente Los Angeles Triathlon on Sunday, October 3.

With a fifth place finish at Sunday's Life Time Fitness Chicago Triathlon, Wassner collected 6,000 points to maintain first place in the professional women's standings. Wassner is 2,000 points ahead of Nichole Kelleher (USA) after four races in the six-event Series. Laurel Wassner (USA) finished third in Chicago and is currently third in the women's professional division point standings.

On the professional male side, Thompson collected 7,000 points and continues to hold off Filip Osplay (CZE) in point standings despite finishing behind Osplay in Chicago. The 2009 Series Champion, Matt Reed, finished seventh in Chicago and is currently third in points standings.

2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Standings as of August 31, 2010

Male Professional Division:

Name (Country)

David Thompson (USA) 29,000

Filip Osplay (CZE) 25,000

Matt Reed (USA) 21,000

Female Professional Division:

Name (Country)

Rebecca Wassner (USA) 25,000

Nicole Kelleher (USA) 23,000

Laurel Wassner (USA) 22,000

Complete Series [point standings](#) and upcoming race information are available at [racetothetoyotacup.com](#). The Series [Point System](#) determines the top six professional women and men (three in each division) who will receive the 2010 Series Professional Division [cash purse](#) including \$353,000 in individual race awards plus the \$68,000 Series

Bonus purse. Additionally, the top female and male professional champion will receive a 2010 Toyota Prius and the coveted Toyota Cup at the Toyota U.S. Open Triathlon in Dallas.

In order to be eligible for the Series Champion honors, 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 four events, 24 elite men and women, and 24 age-group athletes qualified for awards.

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 (lftfriathlon.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 website, 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 September 2, 2010, the Company operated 90 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at lifetimefitness.com.