

September 28, 2010



Fifth Leg of 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Set for October 3 at Kaiser Permanente Los Angeles Triathlon

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

WHAT: 2010 Kaiser Permanente Los Angeles Triathlon--fifth of six events in the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup.

WHEN: Sunday, October 3, 2010--7:15 a.m. PST

WHO: Defending 2009 Kaiser Permanente Los Angeles Triathlon Champions, Lisa Norden (SWE) and Javier Gomez (ESP), along with 23 other female and male professionals, including:

Women

-- Brianna Blanchard (USA)
-- Laura Bennett (USA)
-- Sarah Groff (USA)
-- Nicole Hofer (SUI)
-- Heather Jackson (GBR)
-- Daniela Ryf (SUI)
-- Pip Taylor (AUS)

Men

-- Mike Adams (GBR)
-- Greg Bennett (AUS/USA)
-- Brett Brown (USA)
-- Bevan Docherty (NZL)
-- Cameron Dye (USA)
-- Clark Ellice (NZL)
-- Steven Hackett (AUS)
-- Filip Ospaly (CZE)
-- Matt Reed (USA)

WHERE: Swim start--Venice Beach near Venice Pier

WHY: The pro field will be battling for the event's \$40,000 purse, with the winner in both the female and male divisions taking home \$10,000 each. In addition to the cash prizes, the winners will also 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 (Minneapolis)--July 10
- Nautica New York City Triathlon--July 18
- Life Time Fitness Chicago Triathlon--August 29
- Kaiser Permanent Los Angeles Triathlon--October 3
- Toyota U.S. Open Triathlon (Dallas)--October 10

The total Series Professional Division [cash purse](#) includes \$353,000 in individual race awards plus a \$68,000 Series Bonus and the coveted Toyota Cup. 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, the official website of the Life Time Fitness Triathlon Series Race to the Toyota Cup.

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 PHLTYTRI (phillytri.com), the July 10 Life Time Fitness Triathlon (lifftriathlon.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 28, 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.