

September 30, 2010



Life Time Fitness Triathlon Series Race to the Toyota Cup Championship Set for October 10 at Toyota U.S. Open Triathlon

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

WHAT: Toyota U.S. Open Triathlon--the championship event in the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup.

WHEN: Sunday, October 10, 2010--7:30 a.m. CST

WHO: Defending 2009 Race to the Toyota Cup Champions, Lisa Norden (SWE) and Matt Reed (USA), join more than 25 other female and male professionals, including:

Women

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

Men

- Mike Adams (GBR)
- Greg Bennett (AUS/USA)
- Brett Brown (USA)
- Bevan Docherty (NZL)
- Cameron Dye (USA)
- Clark Ellice (NZL)
- Javier Gomez (ESP)
- Steven Hackett (AUS)
- Hunter Kemper (USA)
- Filip Ospaly (CZE)

WHERE: Swim start--The Harbor at Lake Ray Hubbard, Rockwall, Tex.

For 2010, the Toyota U.S. Open Triathlon features a new course, changing the event from its original point-to-point format to a circular course. It offers a 1.5-kilometer swim at Lake Ray Hubbard, with a 40-kilometer

bike ride through the community of Rockwall, and a 10-kilometer run, that starts and ends at The Harbor in Rockwall.

WHY: The pro field will be battling for the event's \$92,000 purse, with the winner in both the female and male divisions taking home \$20,000 each. In addition to the cash prizes, the winners will also earn 20,000 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 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 30, 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 lifetimefitness.com.

Source: Life Time Fitness, Inc.