

October 6, 2010



Life Time Fitness Brings Innovative New Concept to Triathlon Series

"Match" and "Fantasy" relay options to motivate single-sport athletes nationwide

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time Fitness, Inc.](#) (NYSE: LTM) today announced the addition of two new relay options to the [Toyota U.S. Open Triathlon](#): the Fantasy and Match Relays. Aimed at introducing new participants to the sport of triathlon, the Fantasy and Match Relays will provide single-sport athletes an entirely new race experience.

Fantasy Relay

With the [Fantasy Relay](#), participants now can be a part of the triathlon action alongside the Life Time Fitness Triathlon Series professional triathletes. Participants simply register and select one leg--swim, bike or run--in which they will compete. Then also select two virtual teammates from the roster of top professional triathletes for the other two legs of the Life Time Fitness Triathlon Series event in which they are competing. Ultimately, the time of the participant's leg will be added to the times of their professional teammates to determine an overall finish time. Awards will be given out to the top three male and top three female Fantasy Relay teams. The Fantasy Relay will be offered on the international-distance course, featuring a 1.5-kilometer (0.93 mile) swim, 40-kilometer (25.8 mile) bike and 10-kilometer (6.2 mile) run.

Match Relay

Interested in a relay, but cannot find fellow teammates? No problem. With the [Match Relay](#), Life Time Fitness' endurance experts build relay teams around each participant. Participants simply register to swim, cycle or run, and race directors identify two corresponding teammates to fulfill the other two legs of the event. Awards will be given to the top three male and top three female Match Relay teams. Match Relay will be offered on the international-distance course.

"Life Time Fitness has approached the sport of triathlon with a sense of innovation, beginning with the introduction of our ground-breaking triathlon in Minneapolis in 2002, and continuing with the creation of our Triathlon Series. And, we continue to see an opportunity to grow the sport by delivering events for all participants--no matter what skill level or status--to take part," said Ken Cooper, vice president, [Endurance and Athletic Events](#). "By providing new alternative racing experiences to those who wouldn't normally consider or participate in a triathlon, we're encouraging these individuals interested in only one or two endurance events to step outside their comfort zone and add variety to their active lifestyles."

Individuals interested in the Fantasy or Match Relay may register at the Toyota U.S. Open website at www.toyotausopentriathlon.com. For more information on the Life Time Fitness Triathlon Series, visit www.ltfathleticsevents.com.

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 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 October 6, 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.