

November 23, 2010



# Life Time Fitness Unveils Commitment to Impact Children's Health and Nutrition Crisis

- Approximately one in every four American children is obese, and one in three will develop diabetes in his or her lifetime without proper nutritional education and guidance
- Life Time Fitness' commitment focuses on partnering with public and private schools to replace processed food with natural alternatives--without raising costs
- Through its Life Time Kids and Life Time Fitness Foundation, the Company looks to improve children's health while encouraging healthy choices and reducing childhood obesity

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time Fitness, Inc.](#) (NYSE: LTM) Chairman, President, CEO and Founder, Bahram Akradi, recently announced the Healthy Way of Life Company's commitment to positively impact children's health and wellness. Through its Life Time Kids business and the Life Time Fitness Foundation, the Company plans to launch a range of programs and services, both inside and outside of its centers, designed to support children, parents, schools and communities when it comes to awareness and the need for radical change and the adoption of healthy behaviors.

In the wake of the large and growing health crisis facing the nation's children, Life Time plans to first partner with school administrations to support fitness programming and improve the health of school lunches without raising costs.

As part of the program, Life Time is inviting all Twin Cities Metro-area elementary schools to indicate their interest. In early 2011, one elementary school will be chosen as the initiative's pilot location. The selection will be based on the school's readiness, including the willingness of students and parents to improve eating habits outside of the school. Partnering with the pilot school, Life Time also plans to provide daily exercise programming supported by its experts and the guidance and financial support to improve the school lunch menu.

"Like any parent, I am concerned about my child's health--especially his diet--and do not want him eating junk food," said Akradi. "I am particularly disappointed with the limited choices and poor quality of foods available for children, many of which have ingredients that are known contributors to poor health and wellness, including high-fructose corn syrup, processed sugar, food coloring, bleached flour, preservatives and, still in many cases, trans fats. Young children have particular dietary needs. It is important to give them the right foods with high nutritional value, both inside and outside the home. Partnering with our schools, we can create delicious and nutritious meals that children will enjoy and parents will be happy to say their school serves."

Schools can indicate their interest simply by e-mailing [foundation@lifetimefitness.com](mailto:foundation@lifetimefitness.com).

## About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE: LTM) is the 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 November 23, 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](http://lifetimefitness.com).

Source: Life Time Fitness, Inc.