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Life Time Fitness Brings Next Wave of Innovation to Triathlon with New, 250K Ultra-Distance Category

- May 14 Leadman Triathlon EPIC 250 in Las Vegas first in series of Life Time 250K events
- 250K series places primary focus on swim and bike
- Registration and qualification information available at www.leadmantri.com

CHANHASSEN, Minn.--(BUSINESS WIRE)-- In the same innovative spirit with which [Life Time Fitness](#) (NYSE: LTM), connected several of the most prominent international-distance triathlon events via the [Life Time Fitness Triathlon Series](#), the Company has launched a new, 250-kilometer event category - the [Leadman Triathlon Life Time EPIC 250](#). Truly unique, the Leadman EPIC 250 offers an ultra-distance triathlon platform, including a five-kilometer swim, 223-kilometer bike and 22-kilometer run with professional and age group divisions. The inaugural Leadman EPIC 250 event will take place May 14, 2011, in Las Vegas. Event information, including online registration, is available at www.leadmantri.com.

"In launching this new category of triathlon, we wanted to provide endurance athletes with an option that places more emphasis on the lower impact cycle and swim stages, and less on the high-impact run portion," said Bahram Akradi, Life Time Fitness chairman, president and chief executive officer. "We see the Leadman EPIC 250 as the perfect platform for endurance athletes who want to compete in multiple long-distance events without causing damage to their body. Born of our Leadville, Colorado ultra-distance events, the Leadman EPIC 250 concept is about catering to those extreme athletes who want to push themselves beyond their wildest expectations by competing in some of the most difficult athletic events ever created. We look forward to bringing this to life with our inaugural Las Vegas event complete with a challenging, awe-inspiring course."

Complementing this ultimate challenge, the Leadman EPIC 250 features a swim in the shadow of Dead Man's Island, a bike through the Valley of Fire State Park and a picturesque trail run that overlooks Hoover Dam. The course also features more than 7,000 feet of climbing and a peak elevation of 2,600 feet in historic Boulder City.

Registration is now open at www.leadmantri.com. Both full- and half-Leadman registration options are available at \$399 and \$299, respectively. A relay category also is available at \$499. Additional Leadman EPIC 250 race locations are planned across the United States.

For information on the Leadman EPIC 250, including qualification requirements, please visit www.leadmantri.com. Athlete inquiries should be directed to racedirector@leadmantri.com, while all media-related inquiries should be directed to kleinberger@lifetimefitness.com or 952-229-7162.

About the Leadman Triathlon Life Time EPIC 250

Born from a legend carved in the Rocky Mountains just outside Leadville, Colorado, the Leadman Triathlon Life Time EPIC 250 is a new ultra-distance triathlon category produced by Life Time Fitness that challenges professional and age group athletes to a five-kilometer swim, 223-kilometer bike and 22-kilometer run. The inaugural Leadman Life Time EPIC 250 takes place May 14, 2011, in the scenic Nevada desert of Las Vegas. Event information, including online registration, is available at www.leadmantri.com.

About Life Time Fitness, Inc.

As the Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) delivers the certified professionals, comprehensive businesses and incredible destinations that help people positively change their lives every day. The Company's healthy way of life approach enables its customers to achieve their health and fitness goals by engaging in their areas of interest - or discovering new passions - both inside and outside of Life Time's distinctive and large sports, professional fitness, family recreation and spa destinations. As of March 3, 2011, the Company operated 90 centers under the LIFE TIME FITNESS^(R) and LIFE TIME ATHLETICSM brands primarily in suburban locations in 20 states and 24 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Source: Life Time Fitness