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Ultimate Hoops Merges On Court with Online to Deliver Professional Player Experience for 'Average Joes'

New Season Launching in April

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Offering 'average Joe' basketball players a ticket to hoops stardom, [Ultimate Hoops](#) is an experience that parallels professional basketball - well beyond that of the typical league. It is the only recreational basketball league in the country that offers competitive play for all skill levels combined with a 24/7 statistical website featuring power rankings, player profiles, [action-packed photos](#) and [video highlights](#).

"Our mission from the start has been to provide a professional, lifelong basketball experience to our members," said Alan Arlt, Ultimate Hoops founder and Life Time senior director of basketball operations. "We've uniquely provided basketball players of all skill levels an entertaining on-court and online experience that gives everybody the opportunity to be treated like an NBA superstar."

Ultimate Hoops has experienced rapid growth at Life Time. In the current Winter Season that tipped off in January 2011, the league added a record 134 teams and expanded to 13 new locations; totaling 334 teams at 39 Life Time locations across the country. Included in this mounting popularity are a host of professional athletes, such as Penny Hardaway, Donovan McNabb and Michael Finley, who've been ever present playing alongside "average Joes" in Ultimate Hoops leagues across the country.

The next Ultimate Hoops eight-week season starts April and consists of one game per week, cumulating in a championship game. Weekend tournaments and 3-on-3 events are also part of the experience Ultimate Hoops provides Life Time Fitness members. The program will also launch a new league for 13-17 year-old players, Ultimate Hoops Preps, in Detroit March 17.

People interested in joining or continuing their play can visit their main website <http://www.uhlife.com> or on Facebook at <http://www.facebook.com/ultimatehoops> for more information.

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 15 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, Inc.