

April 12, 2011



Americans Sarah Haskins and Cameron Dye Toyota Cup Leaders after 2011 Season Debut

Focus now shifts to next Series event--the May 30 Capital of Texas Triathlon in Austin

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Sunday, April 10, marked the start of the Race to the Toyota Cup at the Nautica South Beach Triathlon in Miami Beach.

Within the female professional division, Sarah Haskins (USA) outlasted Nicole Kelleher (USA) and Rebekkah Wassner (USA) to win the first race of the seven-event Series. Haskins completed the course in 1:58:56. Among the male professionals, fellow American, Cameron Dye, held off Andy Potts (USA) and defending Toyota Cup Champion Filip Osplay (CZE) to capture the victory. Dye's time was 1:49:22.

The Series now moves on to the [Capital of Texas Triathlon](#), which is set for Monday, May 30 in Austin.

2011 Toyota Cup Top Five Standings as of April 11, 2011

Female Professional Division:

Name (Country)

1. Sarah Haskins (USA)	10.5
2. Nicole Kelleher (USA)	9.5
3. Rebekkah Wassner (USA)	8.0
4. Alicia Kaye (CAN)	7.0
5. Laurel Wassner (USA)	6.0

Male Professional Division:

Name (Country)

1. Cameron Dye (USA)	10.0
2. Andy Potts (USA)	9.5
3. Filip Osplay (CZE)	8.0
4. Michael Weiss (AUT)	7.5
5. Andrew Yoder (USA)	6.0

The total 2011 Race to the Toyota Cup professional division [cash purse](#) includes \$584,000 in individual race awards. In addition, a 2011 Toyota vehicle and the coveted Toyota Cup will be awarded to the top female and male champions at the Toyota U.S. Open Triathlon in Dallas, which serves as the Series finale championship.

New for 2011, the professional division also awards 0.5 points to the fastest swim, cycle and run legs at each event. In the female professional division, American and defending Toyota Cup Champion Sara McLarty boasted the fastest swim with a time of 19:52, while Haskins turned in the fastest bike with a time of 59:29. Kelleher turned in the fastest run with a time of 36:30.

On the professional men's side, Potts secured the fastest swim with a time of 19:24, while Michael Weiss turned in the fastest bike with a time of 52:10. American Kaleb VanOrt turned in the fastest run with a time of 31:04.

As the 2011 Race to the Toyota Cup progresses, participant results and current point standings will be made available at racetothetoyotacup.com, the official website of the Race to the Toyota Cup.

About the Life Time Triathlon Series

Since 2006, the Life Time Triathlon Series has connected some of the most prominent international-distance triathlon events in the United States. Throughout the Series, the world's top professional triathletes battle for points and a chance to win the coveted Toyota Cup. In 2011, the Series consists of seven events, including: the April 10 [Nautica South Beach Triathlon](#) (Miami); the May 30 [Capital of Texas Triathlon](#) (Austin); the [Philadelphia Insurance Triathlon](#) June 26; the July 9 [Life Time Minneapolis Triathlon](#); the [Life Time Chicago Triathlon](#) August 28; the [Kaiser Permanente Los Angeles Triathlon](#) September 25; and the October 2 [Toyota U.S. Open Championship](#) (Dallas). For more information on the Life Time Triathlon Series and the Race to the Toyota Cup visit www.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. Toyota has been a leader in hybrid technology and in the past year celebrated the 10 year anniversary of the Prius. 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 www.toyota.com, www.lexus.com, www.scion.com, or www.toyotanewsroom.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 April 12, 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.

About MESP

Since 1986, MESP, Inc. has been a leader in lifestyle sports marketing. As a full service marketing and production company, MESP consistently delivers top quality events and unique brand driven marketing programs to tens of thousands of athletes throughout the United States. MESP currently produces high profile events such as the Nautica Malibu Triathlon, the Nautica South Beach Triathlon, and the Merrell Down & Dirty National Mud Run Series. MESP strives to produce events with a festive atmosphere that make a difference in people's lives and that continually maximize the enjoyment of the athletes, the

exposure of the sponsors, and the well-being of the community. MESP events have raised over \$6 million for various philanthropic organizations such as Children's Hospital Los Angeles, the Elizabeth Glaser Pediatric AIDS Foundation, the Leukemia and Lymphoma Society, and Operation Gratitude. Our clients past and present include: Adidas, Allied Domecq, Amgen Inc., Anheuser-Busch Companies Inc., Audi of America Inc., Kraft Foods, Inc., The Coca-Cola Company, Dole Food Company Inc., Ford Motor Company, Herbalife International of America Inc., John Paul Mitchell Systems, Kaiser Permanente, K-Swiss Inc., Rodale Inc., Monster Beverage Company, Nautica, Nestle USA, PepsiCo, S.C. Johnson & Son, Inc., Subaru of America, Toyota Motor Sales, The Walt Disney Corporation, Wolverine Worldwide, Wynn Las Vegas and many more.

About Nautica

Founded in 1983, Nautica(R) is a leading global lifestyle brand ranging from men's, women's and children's apparel and accessories to a complete home collection. Nautica(R) products are refined casual classics inspired and energized by the water that are always crisp, clean and distinct. Today Nautica(R) is available in more than 60 countries with more than 200 Nautica(R) branded stores worldwide. In 2003, the Company was acquired by VF Corporation, a global leader in branded lifestyle apparel with more than 30 brands, including Wrangler, The North Face, Lee, Vans, Nautica, 7 For All Mankind, Eagle Creek, Eastpak, Ella Moss, JanSport, Lucy, John Varvatos, Kipling, Majestic, Napapijri, Red Kap, Reef, Riders and Splendid. For additional information, please go to www.nautica.com and www.vfc.com.

Source: Life Time Fitness, Inc.