

October 2, 2011



# Lisa Norden and Javier Gomez Noya Win Professional Divisions at 2011 Toyota U.S. Open Triathlon

- *Norden successfully earns her fourth straight Toyota U.S. Open Triathlon win*
- *Sarah Haskins and Andy Potts secure 2011 Race to the Toyota Cup Championships*
- *Event concludes 2011 Race to the Toyota Cup of the Life Time Triathlon Series*

DALLAS--(BUSINESS WIRE)-- Life Time Fitness, Inc. ([NYSE: LTM](#)), today announced that Lisa Norden (SWE) and Javier Gomez Noya (SPR) won their respective professional divisions at the [Toyota U.S. Open Triathlon](#) October 2 in Dallas. This is the fourth straight Toyota U.S. Open Triathlon win for Norden. She is the only female in the event's history to win four consecutive times.

Competing against a stellar field of world-elite professionals on the event's international-distance course, Norden won the professional female division with a time of 1:59:03 and Gomez won the professional male's division at 1:47:55, each taking home the first-place prize of \$15,000.

In the professional female division, Sarah Haskins (USA) finished second at 2:01:54 and Annabel Luxford (AUS) finished third at 2:02:45. In the professional male division, Gomez was followed by Greg Bennett (USA) at 1:48:40, while Cameron Dye (USA) finished third at 1:49:52.

The professional division also awarded 1.0 points to the fastest swim, cycle and run legs at the Toyota U.S. Open Triathlon. In the female professional division of the Toyota U.S. Open Triathlon, Sara McLarty (USA) boasted the fastest swim with a time of 18:42, while Norden turned in the fastest bike with a time of 1:00:32. Jodie Stimpson (GBR) had the fastest run with a time of 35:56.

In the professional male division, Andy Potts (USA) secured the fastest swim with a time of 17:50, while Dye turned in the fastest bike with a time of 55:36. Gomez had the fastest run with a time of 31:13.

## **2011 Race to the Toyota Cup Update:**

The total 2011 Race to the Toyota Cup professional division [cash purse](#) included \$584,000 in individual race awards throughout the Series. In addition, a 2011 Toyota vehicle and the coveted Toyota Cup were awarded to both the top female and male champions at the Toyota U.S. Open Triathlon in Dallas today.

Based on the official Race to the Toyota Cup results, Sarah Haskins and Andy Potts won the professional female and male division championship titles, respectively, based upon their

total points accumulated through the Series. Overall, for the professional female division standings, Alicia Kaye (USA) and Becky Lavelle (USA) finished in second and third place, respectively, behind Haskins. Within the professional male division, Dye and Bennett, secured second and third place standings, respectively, behind Potts.

In order to be eligible for the Series Bonus and Toyota Cup, professional triathletes must have started at least three of the seven Toyota Cup events, which included 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; plus, the athletes must have competed in the Toyota U.S. Open Triathlon in Dallas.

In addition to the professional division, the Race to the Toyota Cup provided elite and age-group participants with awards and opportunities to participate in the Championship in Dallas. More than 60 age-group athletes and 15 elite men and women participated in the Toyota U.S. Open.

Additional participant results and current point standings will be made available at [racetothetoyotacup.com](http://racetothetoyotacup.com), the official website of the Race to the Toyota Cup.

### **2011 Race Course Distances**

Triathletes who participated in the international-distance and relay team competitions swam 1.5-kilometers, biked 40-kilometers, and ran 10-kilometers. A sprint-distance course, featuring a 0.80-kilometer swim, 20-kilometer bike and five-kilometer run, also was available to amateur participants.

### **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](http://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](http://www.toyota.com), [www.lexus.com](http://www.lexus.com), [www.scion.com](http://www.scion.com), or [www.toyotanewsroom.com](http://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 October 2, 2011, the Company operated 92 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC<sup>SM</sup> brands primarily in suburban locations in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

Life Time Fitness, Inc.  
Karen Jayne Leinberger, 952-229-7162  
[kleinberger@lifetimefitness.com](mailto:kleinberger@lifetimefitness.com)

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