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## Life Time Foundation to Expand School Lunch Program to New Markets

*Focused on improving children's nutrition, Life Time Foundation extends success of Minnesota pilot program to four additional markets; Online nominations now being accepted*

CHANHASSEN, Minn.--(BUSINESS WIRE)-- As part of its mission to improve children's nutrition [Life Time Fitness](#) (NYSE:LTM) has announced it will expand its program designed to inspire healthier food in our nation's schools to Chicago, Dallas, New York and Phoenix. Led by the Life Time Foundation, the program focuses on removing 100 percent of bleached flour, processed sugar, food coloring, high fructose corn syrup, preservatives, trans fats, and hormones from the school lunch menu.

Prompted by the success of its first year pilot program with [Deephaven Elementary](#), which is part of the [Minnetonka, Minn. Public Schools District 276](#), Life Time's school lunch program expansion invites additional opportunities for schools to collaborate in partnership with the Company's health and nutrition experts in the design of new lunch menus that will launch in the 2012/13 school year. As with Deephaven Elementary, the effort will result in eliminating the key ingredients Life Time's experts believe contribute to many health problems in youth today. Additionally, the Life Time Foundation has committed to fund 100 percent of the cost difference between the former and newly designed lunch menus for a period of three years.

"The positive impact of our initial pilot and the sustained interest we have seen by other schools and parents reinforce our desire to expand the program," said James McGuire, director, Life Time Foundation. "In doing so, we will bring this opportunity to four additional schools, with the goal of providing a school lunch that is far healthier. At the same time, we welcome other companies like ours to embrace this model, which we are happy to provide, such that dozens more schools, students and staff may be positively impacted by attacking the nutrition issues children face. We also know that as better food choices are made, the cost of these improved ingredients will reduce over time, making it possible for the schools themselves to make this change."

Added Bryan McGinley, principal, Deephaven Elementary School, "The Life Time Foundation's generous support has allowed us to provide healthier lunch options to our students without an increased cost to families or the school. The success of our pilot lunch program has provided healthier, more nutritious meals to hundreds of students in our school this year. In addition, the educational aspect of making healthier choices at school will support students in making healthier choices at home and in their everyday lives."

Applications for the Life Time Foundation school lunch program now are being accepted online through March 28, 2012. Parents, teachers and other interested community members can encourage their school to apply for the 2012 program by visiting <http://www.ltfoundation.org>. Selection of the winning school will be determined based on the highest percentage of parents that are willing to support these changes and support of the school's administration and food services.

Participation in the program will prompt a comprehensive review of current lunch menus from parents and students, and extends to the design, testing, implementation and evaluation of a new menu free of the targeted items.

In addition to the work within the school with foodservice staff and physical education, where appropriate, the Life Time Foundation works with parents and guardians to provide guidance and support around improving nutrition and making healthier choices at home.

### **About Life Time Foundation**

As the charitable giving component of Life Time, the Life Time Foundation is about inspiring healthy people and a healthy planet one mission at a time. Our current mission is improving children's nutrition - One School Lunch Program at a Time. We're on a mission to ensure every child has a healthy start in life, beginning with proper nutrition and exercise. Unlike many other charitable organizations in which a portion of your donation is consumed by administrative costs, 100% of every dollar donated to the Life Time Foundation supports our missions. That's because all administrative costs are contributed by Life Time Fitness, Inc.

### **About Life Time Fitness, Inc.**

As The Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) helps organizations, communities and individuals achieve their total health objectives, athletic aspirations 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, most of which operate 24 hours a day, seven days a week. The Company's Healthy Way of Life approach enables customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of March 6, 2012, the Company operated 94 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC<sup>SM</sup> brands, along with nine former Lifestyle Family Fitness centers, in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

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