

March 27, 2012



Toyota Cup Series Kicks off with Nautica South Beach Triathlon in Miami Beach on April 1

Life Time Triathlon Series Commences in Miami

Life Time Fitness (NYSE: LTM):

WHAT: The [Nautica South Beach Triathlon](#), the first of seven events in the 2012 [Life Time Triathlon Series](#) and the start of the [Race to the Toyota Cup](#).

WHEN: Sunday, April 1, 2012

6:55 a.m. EST—International Distance Race Start

7:30 a.m. EST—Classic Race Start

WHO: Defending female champion Sarah Haskins (USA) joins more than 40 other female and male professionals, including:

Women

- D'Ann Arthur (USA)
- Zana Buttermore-Baca (USA)
- Joanna Fiddler (USA)
- Amanda Felder-Derkacs (USA)
- Sarah Gray (USA)
- Lauren Goss (USA)
- Abby Geurink (USA)
- Alicia Kaye (CAN)
- Natalie Kirchhoff (USA)
- Annabel Luxford (AUS)
- Sarah McLarty (USA)
- Jillian Peterson (USA)
- Jenna Parker (USA)
- Erica Urquiola (USA)
- Radka Vodickova (CZE)

Men

- Peter Bajai (HUN)
- AJ Bauccho (USA)
- James Burns (USA)
- Ben Collins (USA)
- Holden Comeau (USA)
- Bevan Docherty (NZL)
- Cameron Dye (USA)
- Nikolaus Early (USA)
- Kevin Everett (USA)
- Chris Foster (USA)
- Francesc Godoy (ESP)
- Javier Gomez Noya (ESP)
- Ivan Kalashnikov (RUS)
- Kyle Leto (USA)
- Eric Limkemann (USA)
- Dustin McLarty (USA)
- Joe Maloy (USA)
- Michael Poole (NZL)
- Gonzalo Puig (URY)
- Kaleb VanOrt (USA)
- Andrew Yoder (USA)

WHERE: Swim start— Ocean swim that will run parallel to world famous South Beach.

For the fifth year in a row, participants from around the world will travel to Miami Beach for the Nautica South Beach Triathlon. The Nautica South Beach Triathlon is one of the top athletic events of the year in South Florida and benefits St. Jude Children's Research Hospital, where a portion of the proceeds goes directly to pediatric cancer research.

The international distance race will feature an invigorating 1.5-kilometer ocean swim, a 40-kilometer bike over Miami Beach's causeways, and conclude with a 10-kilometer run alongside Miami Beach's famous Art Deco District. The event also includes a classic distance race.

WHY: The pro field will be battling for the event's \$40,000 purse, with the winner in both the female and male divisions taking home \$10,000 each. In addition to the cash prizes, the winners will also earn 10 points in the Race to the Toyota Cup.

The total 2012 Race to the Toyota Cup professional division [cash purse](#) includes \$574,000 in individual race awards. In addition, a 2012 Toyota vehicle and the coveted Toyota Cup will be awarded to the top female and male champions as determined at the Toyota U.S. Open Triathlon in Dallas.

As the 2012 Race to the Toyota Cup progresses, participant results and current point standings will be made available at [racetothetoyotacup.com](http://www.racetothetoyotacup.com), the official website of the Race to the Toyota Cup.

About the Race to the Toyota Cup

Since 2006, the Race to the Toyota Cup 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 2012, the Race to the Toyota Cup consists of seven events, including: the April 1 [Nautica South Beach Triathlon](#) (Miami); the May 28 [Capital of Texas Triathlon](#) (Austin); the [Philadelphia Insurance Triathlon](#) June 24; the July 14 [Life Time Tri Minneapolis](#); the [Life Time Tri Chicago](#) August 26; the [Herbalife Triathlon Los Angeles](#) September 30; and the October 7 [Toyota U.S. Open Triathlon](#) (Dallas). For more information on 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 which sold more than 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com or <http://www.toyotanewsroom.com>.

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 exceptional quality and value. As of March 17, 2012, the Company operated 96 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC(SM) brands in the United States and Canada. Life Time also operated seven additional acquired facilities, which are in transition to become Life Time centers. More 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 for over 25 years. As a full service marketing and production company, MESP, Inc. has consistently delivered top quality events to athletes across the country. MESP, Inc. produces events such as the Nautica Malibu Triathlon, Nautica South Beach Triathlon, the Day at the Beach Triathlon, the Merrell Down & Dirty National Mud and Obstacle Series presented by Subaru, and many more. MESP strives to produce events with a festive atmosphere that make a difference in

people's lives. Through its properties, MESP has raised over 8 million dollars for various charities.

About Nautica

Founded in 1983, Nautica® is a leading global lifestyle brand ranging from men's, women's and children's apparel and accessories to a complete home collection. Nautica® products are refined casual classics inspired and energized by the water that are always crisp, clean and distinct. Today Nautica® is available in more than 60 countries with more than 200 Nautica® 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, Splendid, Smartwool® and Timberland®. For additional information, please go to www.nautica.com and www.vfc.com.

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