

December 19, 2012



Celebrity Trainers Joel Harper and Larysa DiDio Challenge Americans to Commit to a Healthy Way of Life in 2013

Celebrity Trainers and Authors Named Founding Ambassadors to Launch the Nation's First-Ever Commitment Day in nearly 30 Cities on January 1, 2013

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time Fitness, Inc. The Healthy Way of Life Company](#) (NYSE:[LTM](#)), today announced that celebrity trainers Joel Harper and Larysa DiDio have joined the [Commitment Day](#) movement as founding ambassadors to help unify the country in order to inspire the nation to commit to healthy, active lifestyles for themselves and their families.

Commitment Day is a 365-day movement designed to unite all Americans in making personal commitments to a healthier way of life. On January 1, 2013, tens of thousands of Americans will kick off the movement by participating in simultaneous 5K walk/run events spanning more than 25 cities, symbolizing their stance and personal responsibility to make America healthier.

Joel Harper has been developing custom workouts in NYC for 18 years. His clients range from Dr. Oz to Olympic Medalists who are striving for breakthrough performances, to young kids just learning to appreciate their health. Joel's unique workouts have been featured on various programs including ABC & Fox News, Oprah, the Dr. Oz Show, Good Morning America, and Larry King.

Joel comments, "Consistency is the key to leading a healthier life. All it takes is one step in the right direction, even if it's a small step. Living a healthy lifestyle feels great and Commitment Day is a fun and great way to get started on the right foot."

Larysa DiDio has over 20 years of experience helping everyone from celebrities to professional athletes as well as moms, dads, and kids meet their health and fitness goals. As an accomplished writer, Larysa serves as fitness expert to national fitness magazines, such as SELF Magazine and various TV programs. Larysa owns a fitness facility in Pleasantville, NY called PFX – one of the first gyms ever to offer classes specifically tailored to kids. The mother of two spends time at schools, hospitals, wellness seminars, and on television motivating and inspiring others to live a healthy, active lifestyle.

"I'm passionate in my fight to end childhood obesity through teaching families to live healthy, active lifestyles," explains Larysa. "I'm thrilled about Life Time's mission and very excited to jump on board as their health ambassador!"

Larysa and Joel will attend the Commitment Day 5K event and celebration in New York to be held at Pier 84 in Hudson River Park. They will host a pre-run stretch as well as share in some commentating. Both ambassadors will offer workouts tips and videos on their web site

so that Americans have “no excuses” to find ways every day to be active and make short and efficient exercise routines a part of their daily lifestyle for themselves and their families.

Commitment Day events will occur simultaneously (11:00 a.m. EST, 10:00 a.m. CST, 9:00 a.m. MST and 8:00 a.m. PST) on January 1, 2013, in 30 major U.S. cities, including:

Atlanta	Houston	Phoenix
Austin	Indianapolis	Raleigh Durham
Chicago	Kansas City	Salt Lake City
Cincinnati	Las Vegas	San Antonio
Cleveland	Los Angeles	St. Louis
Columbus	Memphis	Tulsa
Dallas	Minneapolis	Washington DC
Denver	New York City	
Detroit	Omaha	

For additional information about Commitment Day 2013, please visit CommitmentDay.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 uncompromising quality and value. As of December 19, 2012, the Company operated 105 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC(SM) brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Life Time

[Karen Jayne Greenwood](#), 952-229-7162

Source: Life Time Fitness, Inc.