

April 23, 2013



Athleta Esprit de She Celebrates the Art of Fitness at Nationally Renowned Cherry Creek Arts Festival July 6

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#) (NYSE:[LTM](#)) announced today that its premiere athletic event series designed exclusively for women, [Athleta Esprit de She – The Spirit of Her Race Series](#), will be featured as part of the world-class and award-winning [Cherry Creek Arts Festival](#) on July 6. The Athleta Esprit de She Run will feature 5K and 10K runs and a post-race event, including live music, artist booths, demonstrations, fine cuisine, boutique shops, bars and restaurants in Cherry Creek North.

The Cherry Creek Arts Festival is an award-winning celebration of the visual, culinary and performing arts, and attracts an annual attendance of 350,000 visitors. Participants in the Athleta Esprit de She Run will receive a "Friend of the Festival" Level Cherry Arts 365 membership featuring a buy-one-get-one drink coupon at the festival, a discount on festival merchandise, member tent and luxury bathroom access, local merchant discounts and more.

"The addition of Athleta Esprit de She to the Cherry Creek Arts Festival is a truly special opportunity – one we know our patrons will enjoy," said Terry Adams, Executive Director of the Cherry Creek Arts Festival. "Life Time shares our mission and believes in taking care of the whole self through opportunities such as Athleta Esprit de She. The event embraces Colorado's commitment to health and fitness, and we could not be more excited for its debut."

Designed exclusively for women, the Athleta Esprit de She Race Series features 18 fitness-inspired "happy hour" 5K and 10K runs, cycle tours, duathlons and triathlons for every pace and passion. The series kicks off on May 5 in Tempe, Ariz., with a triathlon and duathlon, followed by events in [Houston](#), [Naperville](#), [Cary](#), [Chicago](#), [Edina](#), San Francisco, [Maple Grove](#), [Dallas](#), [Scottsdale](#), [San Diego](#) and [Atlanta](#). Esprit de She will host the first Colorado event on June 6, in [Westminster](#).

"Just as we see the visual, culinary and performing arts as core to the fabric of the community, the art of fitness has become much the same," said Athleta Esprit de She Brand Director, Lindsey Kurhajetz. "That's why we are so honored to be part of the rich tradition of the Cherry Creek Arts Festival and to present women with an opportunity to participate in the Athleta Esprit de She 5K and 10K events. Equally exciting is the post-race celebration on Fillmore Plaza, which will bring an added element of inspiration and motivation, celebrating participants' successes in the heart of a unique cultural experience."

To RSVP for an Athleta Esprit de She event, visit www.espritdeshe.com, the official website of The Spirit of Her Race Series. Athleta Esprit de She also can be found on Twitter by following [@EspritdeShe](#) and by liking the [Esprit de She Facebook page](#).

About the Cherry Creek Arts Festival

The Cherry Creek Arts Festival is a three-day, world-class and award-winning celebration of the visual, culinary and performing arts and enjoys an annual attendance of 350,000 visitors. Special exhibits, art and culinary demonstrations, and interactive family activities on “Activity Avenue” complement the Festival experience. The 2013 event will take place July 5-7. Along with the annual civic event, the Cherry Creek Arts Festival's 501(c)(3) non-profit mission provides art education and outreach programs in local area schools. For more information, visit www.CherryArts.org; or follow us on [Facebook](#) or Twitter by following @CherryArts.

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 April 23, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

About Athleta

Founded in 1998, Athleta is a premium fitness and lifestyle apparel brand for women, outfitting female athletes in the ultimate performance apparel for every athletic pursuit, from running to swimming to skiing to biking and everything in between. Designed by female athletes for female athletes, Athleta’s products blend high performance with feminine style. Athleta sells its apparel, along with footwear and accessories, through retail locations across the country, catalogs and its website, www.athleta.com. Headquartered in Petaluma, CA, Athleta was acquired by Gap Inc. (NYSE: GPS) in September 2008 and is part of the Growth, Innovation & Digital division.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20130423006694/en/>

Life Time Fitness

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Source: Life Time Fitness