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Life Time Fitness Announces Athleta Esprit de She Dallas Duathlon on Oct. 26

Dallas duathlon exclusive to women

AUSTIN, Texas--(BUSINESS WIRE)-- [Life Time-- The Healthy Way of Life Company](#) (NYSE:LTM) is bringing a new, all-women duathlon to McKinney, Texas on Saturday, October 26, 2013.

Produced and presented by Life Time and designed exclusively for women, [the Athleta Esprit de She Dallas Duathlon](#) is one of 18 nationwide events aimed at creating meaningful and relevant fitness experiences by mixing camaraderie with competition.

The duathlon will start at 8:30 a.m. on the Square in historic downtown McKinney taking participants on a run-bike-run route through boutique-lined streets and peaceful country roads.

The tour offers experienced and new athletes the choice of two timed duathlon distances including a two mile run, nine mile bike and two mile run or 3.1 mile run, 18 mile bike and 3.1 mile run. All participants receive a complimentary Moxie Cycling Jersey and access to the finisher's festival complete with tasty tapas, a bubbly bar and community market showcasing fresh produce, local artisans, creative projects and more.

In addition to providing women a fun and active morning with friends, the duathlon aims to strengthen Dallas' community of female cyclists. According to the 2012 National Bike Summit, for every three men on bicycles, there is only one woman who rides; Athleta Esprit de She hopes to help close the gender gap.

"The women who complete the Athleta Esprit de She Dallas Duathlon will feel energized, accomplished and comfortable running and cycling," said Life Time Fitness Athletic Events Regional Marketing Manager, Sarah Lowenstein. "We are providing a supportive and fun atmosphere for women to try and hopefully become fans of both sports."

The duathlon will benefit Girls on the Run, a nonprofit organization offering a positive youth development after-school program for girls in 3rd to 8th grade. The program ends with the girls being physically and emotionally prepared to complete a celebratory 5k running event.

Athleta Esprit de She participants are encouraged to donate to Girls on the Run during registration for any of the 18 Athleta Esprit de She events, or they can opt to fundraise for the organization on a national or local level through participation.

For more information about the Altheta Esprit de She series including the Dallas Duathlon visit www.espritdeshe.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 October 17, 2013, the Company operated 107 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

About Athleta

Athleta is a premium fitness and lifestyle brand for women, outfitting female athletes in the ultimate performance apparel for every athletic pursuit, from yoga and pilates to running, swimming and biking and everything in between. Athleta’s mission is to celebrate and inspire women athletes of all levels while delivering beautiful, high-quality, performance products designed by female athletes for female athletes. Athleta sells its products through stores nationwide, its website, www.athleta.com, and in its catalog. Headquartered in Petaluma, CA, Athleta was acquired by Gap Inc. (NYSE: GPS) in September 2008 and is part of the Growth, Innovation & Digital division.

For Life Time Fitness, Inc.

Veronica Castelo, 512-578-9287

veronica@socialcommunicationsaustin.com

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