

October 31, 2013



21st Annual Leadville Trail 100 MTB Lottery Opens Nov. 1

Internationally renowned event scheduled for Aug. 9, 2014

CHANHASSEN, Minn. & LEADVILLE, Colo.--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#) (NYSE:[LTM](#)) announced that the race lottery for the 21st annual [Leadville Trail 100 MTB](#) opens Nov. 1, 2013. The internationally renowned mountain bike event is scheduled for Aug. 9, 2014. Each year, the event hosts thousands of mountain bike racers in one of the world's most scenic and challenging endurance events.

Athletes can register as an individual or group. A one-time \$15 fee is required and will be applied in part to The Leadville Legacy, a nonprofit foundation that addresses the ever-increasing needs of the Leadville and Lake Country, Colo. communities. To date, nearly \$720,000 has been raised.

Lottery winners will be randomly selected by Feb. 28, 2014 and will be charged the \$345 event registration fee. Group members must register individually using the same group name. Groups are limited to a maximum of eight people.

Representing the original ultra-distance mountain bike event, the Leadville Trail 100 launched in 1994 and has since attracted thousands of racers to the Colorado community from around the world. The event takes place on the country's most prestigious and iconic course at elevations ranging from 10,152 to 12,424 feet across more than 100 miles of challenging Colorado Rockies terrain. In 2013, the 20th Leadville Trail 100 MTB hosted more than 1,800 riders from 50 states and 35 countries participating.

Registration for 2014 Leadville Race Series Events will open Jan. 1, 2014. To view a preview video of the Leadville 100 MTB, visit [YouTube.com/EventsByLifeTime](#). For additional information about the Leadville Race Series including the Leadville 100 MTB lottery, visit [www.leadvillerraceseries.com](#). For photos and more visit the Leadville Race Series [Facebook](#) page. To learn more about Life Time Athletic Events visit [EventsByLifetime.com](#).

About the Leadville Race Series

Started with only 45 runners as the Leadville Trail 100 in 1983, the Leadville Race Series now consists of seven running events and four mountain biking events, plus six events in the Leadville Qualifying Series. The Race Series stretches across three months, and hosts thousands of racers on foot and on mountain bike in some of the world's most iconic events. Endurance athletes worldwide now make the pilgrimage to Leadville, Colo., with the single goal of competing in "The Race Across the Sky." Visit [www.leadvillerraceseries.com](#) for more information.

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 Oct. 31, 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.

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