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# ASPIRE Beverages Named Official Sports Drink of 2014 Life Time Sponsored Athletic Events

*ASPIRE sports drinks provides event participants with hydration without artificial ingredients in support of improved health and performance*

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time Athletic Events, the premiere endurance events division of [Life Time –The Healthy Way of Life Company](#) (NYSE:[LTM](#)), announced [ASPIRE beverages](#) as the official sports drink of more than 30 events during the 2014 season. ASPIRE beverages will be offered post-event at [Commitment Day](#), [Esprit de She](#), [Torchlight 5K](#), [Turkey Day 5K](#) and [Life Time Kids Tri](#) events nationwide providing event participants with real ingredients to refuel and hydrate post race.

Consistent with its “If it’s here, it’s healthy” mission, Life Time has made a commitment to its millions of members and athletic event participants promising clean and wholesome ingredients free of trans fats, bleached flour and artificial flavors, colors, preservatives and sweeteners. Unlike all other sports drinks, which contain an abundance of sugar with artificial colors and other undesirable ingredients, ASPIRE beverages are a healthy, natural sports drink containing only 8g of sugar and 35 calories per bottle without any preservatives. Each of the three flavors — FIRE (cherry-berry), ICE (lemon-lime) and STORM (grape) — are sweetened with a combination of monk fruit, pure cane sugar, Stevia and other natural sweeteners.

"We are very proud to be associated with Life Time," said John Montague, Co-Founder and Chief Aspiration Officer at ASPIRE Beverage Company. "Life Time's superior clubs, events and employees help educate, encourage and enable people to achieve their personal health, fitness and athletic aspirations. Our companies are fully aligned in our mission to improve health and performance with a relentless commitment to being the very best at what we do in our respective industries."

"Life Time is committed to improving the health and performance of our members and athletic event participants both in how they nourish and move their bodies," said Al Iverson, president, Life Time Athletic Events and Media. "For years, sports drinks have been marketing themselves as a healthy alternative to soda and other sugar-sweetened beverages but ASPIRE has done the research and developed a sports drink that we are confident will provide our Life Time athletes with clean and wholesome ingredients while helping them realize a healthy way of life."

Research from leading organizations including the Robert Wood Johnson Foundation, Mayo Clinic, University of Minnesota, Yale University, U Penn and Harvard University continues to associate sports drinks and other sugar-sweetened beverages with diabetes, obesity and a variety of other serious health problems. In stark contrast, ASPIRE's all natural sweeteners actually have a negligible effect on blood glucose, helping combat these diseases.

ASPIRE FIRE, ICE and STORM sports drinks now are available at [LifeCafe](#) destinations. To register for a Life Time Athletic Event, visit [EventsByLifetime.com](#). For more information about ASPIRE Beverage, visit [aspirebeverages.com](#) or [facebook.com/AspireBeverageCompany](#).

### **About ASPIRE Beverages**

Founded by two fathers and youth sports coaches that were concerned about the increasing prevalence of empty calories and junk being consumed in the name of sports, ASPIRE Beverage Company makes natural products to improve health and performance of athletes. The ASPIRE FIRE, ICE and STORM sports drinks contain electrolytes, antioxidants, vitamins and minerals without the large amounts of sugar, carbohydrates, calories, artificial colors and flavors, preservatives and other unhealthy ingredients found in the leading brands. ASPIRE is committed to do what's right, not what's cheap and easy. For more information, go to [www.ASPIREbeverages.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 February 19, 2014, the Company operated 109 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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