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Triathlons Not Just for Elite Athletes

Life Time – The Healthy Way of Life Company to host 64 indoor triathlons in 2014

CHANHASSEN, Minn.--(BUSINESS WIRE)-- The mere thought of a triathlon may prompt many individuals to have visions of grueling, ultra distance events fit only for the most elite of athletes. [Life Time – The Healthy Way of Life Company](#)sm (NYSE: [LTM](#)) is challenging this thinking by inviting virtually anyone to 'try a tri' via its [Life Time Indoor Tri](#) series, which offers 64 events throughout 2014. The Life Time Indoor Tri events are conducted at 55 of the company's resort-like healthy way of life [destinations](#) across the country. Events are offered now through May and again in September through November.

The 2014 Life Time Indoor Tri series is open to individuals of all experience levels and serves as an ideal way to be introduced to the sport of triathlon in a fun environment. Unlike tradition outdoor triathlons that are measured by time to complete a set distance, the Life Time Indoor Triathlon is measured by distance covered in a set time. The Life Time Indoor Tri is a 60-minute format that involves a 10-minute swim in a lap pool, a 30-minute ride on an indoor cycle and a 20-minute run on a treadmill.

The [Life Time Indoor Tri](#) series events are [scheduled](#) in Atlanta; Austin, Texas; Birmingham, Ala.; Colorado Springs, Colo.; Columbus, Ohio; Dallas; Denver; Houston; Los Angeles; Las Vegas; Minneapolis and New York City metropolitan areas. Registration for each Life Time Indoor Tri is \$30 for Life Time members and \$35 for non-members.

For more information about the Life Time 2014 Indoor Tri series or to register for an indoor tri near you visit www.indoortri.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 April 8, 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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