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Life Time Opens First Healthy Way of Life Destination in Iowa May 24

Des Moines' premier health, fitness, family and spa destination to offer broad array of interest-driven programs, services and amenities for individuals and families; more than 300 local jobs created

DES MOINES, Iowa & CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#)sm (NYSE:[LTM](#)) announced the completion of its first comprehensive lifestyle, sports, professional fitness, family recreation and spa destination in Iowa. Located at 11911 Hickman Road in Urbandale, Life Time Athletic Des Moines represents the company's first Iowa-based location and 111th destination in the United States and Canada.

A grand opening preview celebration for Founding members is set for 6:00 p.m. on Thursday, May 22, commencing with a ribbon-cutting ceremony with city officials including Urbandale Mayor Bob Andeweg and the Life Time leadership team. Life Time Athletic Des Moines officially will open to all members on Saturday, May 24 at 4:00 a.m.

"It is our distinct honor to be a part of the greater Des Moines community and we welcome the opportunity to serve the health, fitness and recreation goals and objectives of area residents and businesses," said Jeff Zwiefel, Life Time chief operating officer. "On behalf of our entire Life Time Athletic team, we're thrilled to open our doors and deliver an incredible array of boutique-style, interest-driven programs that help our members and their families achieve success, all while participating in activities that align with their areas of passion."

The two-story, 166,000-square-foot total lifestyle center will offer members a health and fitness experience unlike any other in Iowa with a resort-like indoor and outdoor aquatic center, complete with lap pools, whirlpools and waterslides, as well as two indoor basketball courts and an indoor tennis center with eight climate controlled courts. Members of Life Time Athletic Des Moines will be well served with group fitness, cycle, Pilates and yoga studios, along with hundreds of the most innovative cardiovascular and resistance machines available anywhere. Life Time certified personal trainers and nutrition coaches will serve members with personalized programs designed to help them achieve and maintain healthy and active lifestyles, including Life Time's proprietary myHealthScore[®], which provides insight on six key areas to establish a picture of a member's overall health.

To address the needs of families — and the interests of its littlest members — Life Time Athletic Des Moines has created Life Time Kids Academy, a unique membership program designed especially for kids from 3 months to 11 years and led by hand-picked, certified experts committed to childhood development.

Life Time Kids Academy is focused on helping children develop a passion for living a healthy, active life, and provides a full spectrum of enriching and engaging activities with more than 90 classes offered weekly in the areas of Mind and Body, Arts and Culture,

Fitness and Agility, and Life Skills. Specially designed rooms create unique spaces for classes like karate, yoga, music, Spanish immersion, arts and crafts, tumbling and sports skills providing parents with one convenient location for many of their children's activities.

Open to members and non-members, the LifeSpa at Life Time Athletic Des Moines is a full-service, lavish day spa providing state-of-the-art treatments; the latest in massage and relaxation therapy; and a comprehensive range of body, hair, nail and skin care services. Non-members who book a service will receive access to Life Time on the day of their appointment and up to two hours for their children in the Life Time Kids Academy.

LifeCafe, an on-site, full-service, chef-driven restaurant, is located within Life Time Athletic and operates under an "If it's here, it's healthy" philosophy. Life Time has made a commitment to its millions of members and the public, promising clean and wholesome eating at all of its LifeCafe locations. The menu features fresh and healthy food items – free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners.

Life Time Athletic Des Moines will be open seven days a week from 4:00 AM to Midnight beginning May 24 with complimentary towel and locker service, an initial 14-day money-back guarantee and no long-term contracts.

For more information on Life Time Athletic Des Moines, call 515.362.3500, visit lifetimeathletic.com/desmoines or facebook.com/lifetimeathleticdesmoines.

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 members to achieve this by providing the best programs, people and places of uncompromising quality and value. As of May 20, 2014, the Company operates 110 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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