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# Michigan's First Life Time Athletic Destination to Open June 21 with Unique Approach to Health

*Life Time Athletic Bloomfield Township to deliver finest in luxurious offerings, amenities and services*

BLOOMFIELD TOWNSHIP, Mich. & CHANHASSEN, Minn.--(BUSINESS WIRE)-- With a commitment to helping consumers achieve their total health objectives, athletic aspirations and fitness goals, [Life Time – The Healthy Way of Life Company<sup>SM</sup>](#) announced the June 21 opening of its first Life Time Athletic destination in Michigan. Life Time Athletic Bloomfield Township, located at 4106 Telegraph Road, is an exclusive, lifestyle, sports, professional fitness, family recreation and spa resort designed to meet the health and fitness needs of the entire family.

Residents of Bloomfield Township, Bloomfield Hills, Royal Oaks and the Southeast Michigan area will enjoy an environment centered on helping them live a healthy way of life. Unlike the typical gym or boutique, Life Time Athletic Bloomfield Township applies an integrated approach to health, beginning with its proprietary myHealthScore™ assessment and other testing that identify how an individual responds to food and exercise, along with their key health indicators. Members are then provided with personalized nutrition and exercise programs, supported with coaching, designed to address their individual needs and goals. From there, Life Time's team of experts help members achieve and sustain their healthy and active lives through a comprehensive portfolio of programs, services and events.

"It is our distinct honor to be a part of the Southeast Michigan 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."

In keeping with the high-touch personalized services and rich arrangements that are found at Life Time Athletic clubs, the new, three-story 73,000-square-foot destination is designed to meet the needs of even the most discerning customers. Members of Life Time Athletic Bloomfield Township will be well served with best-in-class instructors and certified fitness professionals in group fitness, Edge cycle, Pilates and yoga studios, along with hundreds of the most innovative cardiovascular and resistance machines available anywhere. In addition, members will have access to a variety of group training programs from weight loss to boot camp as well as Life Time's unique Alpha Training program.

To address the needs of families — and the interests of its littlest members — Life Time Athletic Bloomfield Township offers Life Time Kids Academy, a unique membership program

designed especially for kids from 3 months to 11 years. 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 50 classes weekly classes 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 Bloomfield Township 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 Bloomfield Township will be open seven days a week from 4:00 AM to Midnight beginning June 21 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 Bloomfield Township, call 248.282.4300, visit [lifetimeathletic.com/bloomfieldtownship](http://lifetimeathletic.com/bloomfieldtownship) or [facebook.com/LifeTimeAthleticBloomfieldTownship](https://facebook.com/LifeTimeAthleticBloomfieldTownship).

### **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 June 19, 2014, the Company operates 111 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](http://lifetimefitness.com).

### **Life Time Fitness, Inc.**

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