

July 7, 2014



12th Annual Life Time Tri Minneapolis Descends Upon Lake Nokomis Saturday, July 12

Thousands will participate in annual summer event from established athletes to first timers; race marks first in the 2014 Toyota Triple Crown Triathlon Series

Life Time Fitness, Inc. (NYSE:LTM):

WHAT: More than 2,000 professional and amateur triathletes will descend upon Lake Nokomis in Minneapolis on Saturday, July 12 to compete in the 2014 Life Time Tri Minneapolis, presented by Toyota. The event includes an International and Sprint distance, along with a relay component for teams of three. Professional triathletes will be battling for the event's \$30,000 purse, with the female and male division winners taking home \$7,000 each and 100 points in the Toyota Triple Crown series.

In addition, the annual North American Junior Triathlon Invitational will take place for children ages 13-17 with teams from Canada and the United States competing for individual and group awards. Junior participants will swim 0.25 miles, bike 15.0 miles and run 3.1 miles.

The Life Time Tri Minneapolis also marks the first in the Toyota Triple Crown Series, which will award \$50,000 to the top professional female or male triathlete competing in Life Time Tri Minneapolis, New York City Triathlon and Life Time Tri Oceanside.

As part of Tri weekend, Life Time has joined with Toyota to reinforce its commitment to hiring veterans and their spouses through the Toyota-sponsored Hiring Our Heroes initiative. A 10-foot tall, 21-foot long, 10,000 pound Hiring Our Heroes Monster Truck will be onsite for fun photo opportunities for all ages along with a booth to share information on career resources for veterans and military spouses as well as the upcoming Hiring Our Heroes job fair for veteran job seekers, active duty military members, guard and reserve members and military spouses on Aug. 7 from 11 a.m. to 3 p.m. at The Earle Brown Heritage Center.

WHEN: Saturday, July 12, 2014
6:45 a.m. Pro Start: Females begin followed by males in equalizer format
7 a.m. International Waves Begin
8:30 a.m. Short Course Waves Begin
11:30 a.m. Awards Ceremony

WHERE: Swim: International Course .93 mile; Sprint Course .25 mile
Minneapolis' Lake Nokomis starting and beginning on the northwest side of the lake.

Bike: International Course 24.8 miles; Sprint Course 15 miles
Navigates along the Mississippi River and "City of Lakes" before returning to transition area.

Run: International Course 6.2 miles; Sprint Course 3.1 miles
Around Minneapolis' Lake Nokomis to the cheers of thousands of spectators.

As the 2014 Life Time Tri Pro Series and Toyota Triple Crown Series progresses, participant results and current point standings will be available at lifetimetri.com, the official website of Life Time Tri. Updates also will be provided on Twitter by following [@LifeTimeTri](https://twitter.com/LifeTimeTri) and by liking the [Life Time Tri Facebook page](https://www.facebook.com/LifeTimeTri).

*** MEDIA NOTE:**

For inspiring participant stories and on-site media credentials, please contact Erin Bix at 917-204-6355 or erinsbix@gmail.com.

In addition to the thousands of local amateur and elite triathletes, the following pros from around the country are scheduled to compete:

-- Radka Vodickova	-- Lachlan Kerin	-- Chris Wiatr
-- John Kenny	-- Ben Collins	-- Sara McLarty
-- Michael Poole	-- Stuart Hayes	-- Kevin Everett
-- Taylor Reid	-- Devon Palmer	-- Jillian Petersen
-- Molly Woodford	-- Samantha Kennedy	-- Jim Lubinski
-- Helle Frederiksen	-- Cameron Dye	-- Lesley Smith
-- Greg Bennett	-- Lauren Brandon	-- Hunter Kemper
-- Sarah Haskins	-- Alicia Kaye	
-- Tom Eickelberg	-- Abby Geurink	

ABOUT THE TOYOTA TRIPLE CROWN:

The Toyota Triple Crown Series is a new dimension in triathlon that brings additional drama and excitement to three existing Life Time Tri events: [Life Time Tri Minneapolis](#), [New York City Triathlon](#) and [Life Time Tri Oceanside](#). The newly created Series awards \$50,000 to the top professional female or male triathlete who compete in all three Toyota Triple Crown events. The Toyota Triple Crown winner is declared at Life Time Tri Oceanside using an 'equalizer' time handicap format judged by Life Time.

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 July 2, 2014, the Company operated 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.

About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 2 million vehicles in 2012. Toyota directly employs over 31,000 people in the United States and its investment here is currently valued at more than \$24 billion. For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotanewsroom.com.

For Life Time Fitness, Inc.

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Source: Life Time Fitness, Inc.