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2014 Escape to Miami Triathlon Celebrates 10th Anniversary on September 28 with Mack Cycle as New Title Sponsor

2,150 Triathletes Set to Swim, Bike and Run in Annual Miami Event

MIAMI--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#) (NYSE:[LTM](#)) and the [Escape to Miami Triathlon](#) announced today that [Mack Cycle and Fitness](#), a top bike retailer in South Florida for the past 57 years, will be the title sponsor of the 10th annual Escape to Miami Triathlon. Set for September 28, the Mack Cycle Escape to Miami Triathlon, produced by Life Time, is part of the nationwide [Life Time Tri Series](#).

The Mack Cycle Escape to Miami Triathlon will celebrate its 10 year anniversary when it returns to the waters and streets of Miami at Margaret Pace Park in downtown Miami. The event will begin at 7 a.m. with a field of 2,150 again participating at two race distances on a unique and intense course.

"Mack Cycle and Fitness has been involved in triathlons for more than 20 years and is a long time sponsor of the Escape to Miami Triathlon. As we continue to grow this event and integrate ourselves into the nationally recognized Life Time Tri Series, it's exciting to take our relationship to the next level and sign Mack Cycle as title sponsor, especially as we approach our 10 year anniversary event," said Race Director Javier Sanchez. "We share a passion for triathlons, endurance events and encouraging people to live a healthy way of life and look forward to showcasing all that Miami has to offer in this unique triathlon."

Course

Competitors in the International Distance, presented by Muscle Milk, will be ferried to "Escape Island" in Biscayne Bay for a scenic start. Racers then will swim .9 miles back across open waters to Margaret Pace Park to transition onto a 24.8 mile bike course over the Julia Tuttle Causeway to Miami Beach that includes eight bridge crossings and then a 6.2 mile running course on the MacArthur Causeway to Star Island and back. The Sprint distance, also presented by Mack Cycle and Fitness, provides a .25 mile swim along the shoreline followed by a 13 mile bike course and a 3.1 mile run.

Expo

In addition to the Triathlon, a Health Expo will be held Saturday and Sunday, September 27 and 28 for race participants and spectators to see and experience sponsors and local partners latest products and services. The Expo will also have speakers covering topics on health and fitness, and race day tips. Expo hours are 12-6 p.m. on Saturday and 7 a.m.-1 p.m. on race day.

Life Time Tri Series

The Mack Cycle Escape to Miami Triathlon is part of the [2014 Life Time Tri Series](#), which

includes 12 triathlons across the country between May and October. The series also includes Life Time Tri South Beach held on the southern tip of Miami Beach each April. The two Miami races can be bundled for an ultimate Miami Triathlon experience that includes discount pricing, additional perks and medals for triathletes who would like to compete in both events.

Registration

Registration is ongoing at escapetomiamitriathlon.com. The entry fee is \$160 for the International Distance and \$105 for the Sprint Distance through Race Day when it increases \$5 if spots are available. Relay teams can register for \$245 / \$150. Registration includes a finisher medal, swim cap, performance t-shirt, ferry transportation to Escape Island for International participants, and post-race refreshments and music.

MEDIA NOTE: Media interested in covering the Mack Cycle Escape to Miami Triathlon should contact Gary Ferman at 954-558-5203 or garyferman@bellsouth.net.

Additional Information

For more information about the Mack Cycle Escape to Miami Triathlon, please visit escapetomiamitriathlon.com. For more information and updates on the Life Time Tri series, visit lifetimetri.com, "Like" the [Life Time Tri Facebook page](#) or follow @lifetimetri on [Twitter](#).

More information about Life Time Athletic Events is available at EventsByLifeTime.com, on Twitter [@lifetimefitness](#) and the [Life Time Athletic Events Facebook page](#).

About Mack Cycle and Fitness

Mack Cycle's Miami store, located at 5995 Sunset Drive, is known around the world as a place for cyclists to find the ultimate selection of quality products and values. Mack Cycle has been named a Five-Star Top 100 Bike Store in the country by the cycling industry as well as one of the Top 50 Triathlon stores in the country as rated by Slow Twitch.

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 September 4, 2014, the Company operated 112 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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Source: Life Time Fitness, Inc.

