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# Life Time Fitness and Target to Launch Exclusive “C9 Challenge” Group Fitness Class

*Minnesota-based companies aim to get Americans healthier through in-club collaboration highlighting Target’s exclusive line of affordable activewear; national rollout to begin in May*

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#)<sup>SM</sup> (NYSE: [LTM](#)) and [Target](#) (NYSE: TGT) today announced the launch of “C9 Challenge,” an innovative Group Fitness class that also highlights [C9 Champion](#), Target’s exclusive activewear line for men, women and kids.



Developed in collaboration with Life Time experts and Target’s C9 Champion brand ambassador [Adam Rosante](#) (author of “The 30-Second Body: Eat Clean. Train Dirty. Live Hard.”), the class is designed to challenge nine core areas of the body in 39 minutes, and will be offered exclusively at Life Time destinations nationwide beginning in May.

Target C9 Champion brand ambassador instructs a Life Time member during the new Life Time C9 Challenge class. Photo credit: Stephen Allen

developed with Target’s C9 Champion ambassador Adam Rosante will be social and fun, with a broad appeal for women and men alike yet, and as Adam says, push them to realize they’re stronger than they think they are,” said Kimberly Spreen-Glick, Life Time national senior director of group fitness. “Life Time is known for bringing our members effective, innovative and one-of-a-kind group fitness classes designed and taught by the industry’s best instructors. We can’t wait for members to experience C9 Challenge.”

“The C9 Challenge class we’ve

Each C9 Challenge class will begin with a dynamic warm up, followed by three fitness blocks focused on upper body (chest, back, shoulders, biceps, triceps), lower body (quadriceps,

hamstrings, glutes) and core, followed by a one minute cardio burst to drive the heart up and ensure a metabolic after burn.

“This new Life Time class smashes the notion that you need to spend lot of time at the club to get a solid workout,” said Rosante. “We all want to look good and feel great in class, and Target’s exclusive line of C9 Champion activewear can deliver that at a great price without sacrificing on performance.”

In addition to the exclusive C9 Challenge class, C9 Champion will be integrated throughout Life Time destinations in a variety of ways including in-club video and signage, surprise and delight moments for those taking the class, and sneak peeks at new products.

Life Time Group Fitness is the largest provider of Group Fitness programming in the country and engages members in more than one million workouts monthly across its 114 clubs. For more information Life Time Group Fitness programming, visit [lifetimefitness.com/groupfitness](http://lifetimefitness.com/groupfitness) or download the [Life Time Group Fitness app](#) available for both Android and iPhone. For more information on C9 Champion, visit [target.com](http://target.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 members to achieve this by providing the best programs, people and places of uncompromising quality and value. As of April 16, 2015, the Company operates 114 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).

### **About Target**

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,795 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, that giving equals more than \$4 million a week. For more information, visit [Target.com/Pressroom](http://Target.com/Pressroom). For a behind-the-scenes look at Target, visit [Target.com/abullseyeview](http://Target.com/abullseyeview) or follow [@TargetNews](https://twitter.com/TargetNews) on Twitter.

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for Life Time Fitness, Inc.  
Natalie Bushaw, 952-229-7007  
[nbushaw@lifetimefitness.com](mailto:nbushaw@lifetimefitness.com)

or

for Target Corporation  
Lee Henderson, 612-761-6804  
[lee.henderson@target.com](mailto:lee.henderson@target.com)

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