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Life Time Fitness Triathlon Series Race to the Toyota Cup Set for October 10, 2010 in Dallas

Race Continues to Serve as Championship for Life Time Fitness Triathlon Series Race to the Toyota Cup; New Course Set of 2010 Event

DALLAS--(BUSINESS WIRE)-- The 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup will be held in Dallas on October 10, 2010. This year, the Toyota U.S. Open Triathlon features a new course at The Harbor in Rockwall, Texas.

The new course changes the event from its original point-to-point format to a circular course. It offers a 1.5k swim at Lake Ray Hubbard, with a 40k bike ride through the community of Rockwall, and a 10k run, that starts and ends at The Harbor in Rockwall.

"I am excited about our new course design which improves participant logistics and spectator viewing," said Dave Campbell, vice president, Life Time Fitness Athletic Events.

"Logistically, the new course will substantially enhance participants' experience, streamlining equipment transportation, transition areas and lodging. For participants and spectators alike, The Harbor offers the perfect landscape with the beauty of the lake and the amenities of Hilton Bella Harbor hotel and shops in The Harbor complex."

"We are thrilled and proud to be hosting the U.S. Open, where the Race to the Toyota Cup Champions will be crowned," said Bill Cecil, Mayor of Rockwall. "The Harbor complex is the perfect setting for this event, for athletes and spectators alike."

Held four consecutive years in Dallas, the Toyota U.S. Open Triathlon serves as the championship event for the six-race Life Time Fitness Triathlon Series Race to the Toyota Cup.

The Life Time Fitness Triathlon Race to the Toyota Cup uniquely combines six of the most prominent international-distance triathlon events in the world:

- Philadelphia Insurance Triathlon (PHILLYTRI), June 27
- Life Time Fitness Triathlon in Minneapolis, July 10
- Nautica New York City Triathlon, July 18
- Chicago Triathlon, August 29
- Kaiser Permanente Los Angeles Triathlon, October 3
- Toyota U.S. Open Triathlon in Dallas, October 1

About the Life Time Fitness Triathlon Series Race to Toyota Cup

In groundbreaking fashion, the Life Time Fitness Triathlon Series launched in 2006 and created the first-ever connection among four of the most prominent international-distance triathlon events in the United States. The Series has since grown to include the Toyota U.S.

Open Championship event in Dallas in 2007 and the PHLITRI in 2010. The Philadelphia Insurance Triathlon (phillytri.com) is produced by Philadelphia Triathlon, LLC. The Life Time Fitness Triathlon (lftftriathlon.com), held in Minneapolis, is produced by Life Time Fitness, Inc. The Nautica New York City Triathlon (nyctri.com) is produced by Korff Enterprises. The Chicago Triathlon (chicagotriathlon.com) is produced by Creative & Production Resources, Inc (CAPRI Events). The Kaiser Permanente Los Angeles Triathlon (LATriathlon.com) is produced by Pacific Sports LLC. For more information, visit the Life Time Fitness Triathlon Series Race to the Toyota Cup Web site racetothetoyotacup.com.

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

Toyota established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. There are more than 1,400 Toyota, Lexus and Scion dealerships in the U.S. which sell more than two million vehicles each year. Toyota directly employs more than 32,000 people in the U.S. and its U.S. investment currently is valued at more than \$13 billion, including sales and manufacturing operations, research and development, financial services and design.

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE:LTM) is a healthy way of life company based in Chanhassen, Minnesota. The Company is dedicated to providing programs and services that help its members connect and engage with their areas of interest, and achieve success with their health and fitness goals. Life Time Fitness designs and operates distinctive, multi-use sports, professional fitness, family recreation and spa/resort centers that help members lead healthy and active lives. As of May 11, 2010, the Company operated 87 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at www.lifetimefitness.com.

Source: Life Time Fitness, Inc.