

June 11, 2010



Life Time Fitness Triathlon Series Race to the Toyota Cup Champions Each to Receive 2010 Toyota Prius along with Cash Purse; Elite Amateur Division Champions to Take Home over \$7,000 in Prizes

2010 Series Kicks Off With June 27 PHLYTTRI

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time Fitness, Inc. (NYSE: LTM) today announced that the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup male and female champions each will take home a 2010 Toyota Prius in addition to their share of a total \$421,000 [cash purse](#). In addition to the enhancement of the professional prize purse, the Series also announced that the male and female Elite Amateur Division champions will be awarded over \$7,000 in prizes including an Orbea Bike.

The internationally renowned Series, which is made up of six of the most prominent international-distance triathlon events in the United States, expanded in 2010 to include the Philadelphia Insurance Triathlon (PHLYTRI):

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

The total Series Professional Division [cash purse](#) includes \$353,000 in individual race awards plus a \$68,000 Series Bonus. Toyota recently bolstered the Series prize purse to include the 2010 Toyota Prius vehicles - one each to be awarded to the top female and male champions determined at the Toyota U.S. Open Triathlon in Dallas.

The top six Professional women and men (three in each division) will receive a Series Bonus payout, in addition to any individual race awards, based upon the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup [Point System](#). Additionally, the top female and male Professionals will be awarded the coveted Toyota Cup.

In order to be eligible for the Series Bonus and Toyota Cup, professional triathletes must start at least four of the six Series events, one of which must include the Toyota U.S. Open Triathlon Championship in Dallas. In the Elite Amateur Division, the top three male and female finishers from their Elite Amateur races at the five initial events will qualify to

participate in the Toyota U.S. Open Triathlon in Dallas on October 10. The Elite Amateur male and female winners at the Dallas event will then be crowned the 2010 Toyota U.S. Open Triathlon Elite Amateur Champions.

"We are thrilled with Toyota's ongoing commitment to make the Life Time Fitness Triathlon Series the premier triathlon series in the world," said Ken Cooper, vice president, Life Time Fitness Athletic Events. "Today, we attract some of the world's greatest triathletes thanks to Life Time's and the Series partner's significant investment in growing the sport, the caliber of the Series events and the tremendous support of Toyota and our other valued sponsors."

"Toyota is committed to the sport of triathlon and it's advancement across both the amateur and professional level," Keith Dahl, National Marketing Manager for Toyota Motor Sales, U.S.A., Inc. "Awarding the male and female winners 2010 Toyota Prius's is a first step in a series of ideas Toyota is looking to implement to support the athletes and advance the sport. It is only fitting that the winner of the Series drives one of the most fuel-efficient vehicles in the Toyota lineup, and we look forward to seeing the race series unfold."

As the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup progresses, participant results and current point standings will be made available at racetothetoyotacup.com, the official Web site of the Life Time Fitness Triathlon Series Race to the Toyota Cup.

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 continued to grow since its inception, adding the Toyota U.S. Open Championship event in Dallas in 2007 and the PHLYTTRI in 2010. The PHLYTTRI (phillytri.com) is produced by Philadelphia Triathlon, LLC. The Life Time Fitness Triathlon (lfttriathlon.com), held in Minneapolis, Chicago Triathlon, and Toyota U.S. Open Championship, held in Dallas, are produced by Life Time Fitness, Inc. The Kaiser Permanente Los Angeles Triathlon (LATriathlon.com) is produced by Pacific Sports LLC. The Nautica New York City Triathlon (nyctri.com) is produced by Korff Enterprises. For more information, visit the Life Time Fitness Triathlon Series Race to the Toyota Cup Web site, racetothetoyotacup.com.

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 1.77 million vehicles in 2009. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotanewsroom.com.

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 June 11, 2010, the Company operated 88 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.