

July 1, 2010



# Nicky Samuels and Bevin Docherty Capture Points Lead in 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

Athletes Set Sights on Second Series Event - the July 10 Life Time Fitness Triathlon

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Sunday, June 27, marked the start of the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup at Philadelphia's PHLYTTRI.

Within the female professional division, New Zealand's Nicky Samuels (NZL) outlasted Jenna Shoemaker (USA) and Nichole Kelleher (USA) to win the first race of the six-event Series. Samuels completed the course in 2:02:20. Among the male pros, fellow New Zealander, Bevin Docherty, held off David Thompson (USA) and Tyler Butterfield (BER) to capture the victory. Docherty's time was 01:49:11. 2009 Series Champion, Matt Reed (USA), finished fourth.

Athletes competed in a duathlon format (5K Run, 40K Bike and 10K Run) as the result of the tragic drowning of an age group participant during the PHLYTTRI Sprint course event the previous day. With their respective wins, Docherty and Samuels captured an early lead in the Series point standings. The Series now moves on to the Life Time Fitness Triathlon, which is set for Saturday, July 10 in Minneapolis.

2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Standings As of June 27, 2010

Male Professional Division:

Name (Country)

Bevin Docherty (NZL) 10,000

David Thompson (USA) 9,000

Tyler Butterfield (BER) 8,000

Female Professional Division:

Name (Country)

Nicky Samuels (NZL) 10,000

Jenna Shoemaker (USA) 9,000

Nicole Kelleher (USA) 8,000

Complete Series [point standings](#) and upcoming race information are available at [racetothetoyotacup.com](#). The Series [Point System](#) determines the top six Professional women and men (three in each division) who will receive a Series Bonus payout, in addition to any individual race awards. Additionally, the female and male Professional champion will be awarded the coveted Toyota Cup.

The 2010 Series Professional Division [cash purse](#) includes \$353,000 in individual race awards plus a \$68,000 Series Bonus purse. Additionally, the top female and male professional champion will receive a 2010 Toyota Prius at the Toyota U.S. Open Triathlon in Dallas.

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 addition to the professional division, the Life Time Fitness Triathlon Series provides elite and age-group participants with awards and opportunities to participate in the Series Championship in Dallas. Through the first event, six elite men and women, and six age-group athletes qualified for awards.

#### About the Life Time Fitness Triathlon Series Race to the Toyota Cup

In groundbreaking fashion, the Life Time Fitness Triathlon Series launched in 2006 and created the first-ever connection among the most prominent international-distance triathlon events in the United States. Throughout the Series, an international field of professional triathletes battle to earn points and a chance to win the coveted Toyota Cup. In 2010, the Series consists of six events, including: the June 27 PHLTYTRI ([phillytri.com](#)), the July 10 Life Time Fitness Triathlon ([lftfriathlon.com](#)), held in Minneapolis, the July 18 Nautica New York City Triathlon ([nyctri.com](#)), the August 29 Chicago Triathlon ([chicagotriathlon.com](#)), the October 3 Kaiser Permanente Los Angeles Triathlon ([LATriathlon.com](#)) and the October 10 Toyota U.S. Open Championship ([toyotausopentriathlon.com](#)), held in Dallas. 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 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 in the U.S. is currently valued at more than \$18 billion. For more information about Toyota, visit [toyota.com](#), [lexus.com](#), [scion.com](#) or [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 July 1, 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 [lifetimfitness.com](#).