

April 10, 2014



April 12 Marks Grand Opening of Life Time Athletic and LifeSpa Tampa

Florida's premier health, fitness and spa destination to offer broad array of interest-driven programs, services and amenities for individuals and families; creates more than 185 local jobs

TAMPA, Fla. & CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time – The Healthy Way of Life Company](#)sm (NYSE:[LTM](#)) announced the completion of its first exquisite, comprehensive lifestyle, sports, professional fitness and spa destination in Tampa. Located at 2223 North Westshore Blvd. at International Plaza, Life Time Athletic and LifeSpa Tampa represents the company's second Florida location and 110th destination in the United States and Canada.

A grand opening preview celebration for Founding members is set for 6:00 p.m. on Thursday, April 10, commencing with a ribbon-cutting ceremony with Life Time executives. Life Time Athletic will officially open to all members on Saturday, April 12 at 6:00 a.m.

"It is our distinct honor to become part of the great Tampa community and we welcome the opportunity to serve the health, fitness and recreation goals and objectives of area residents and businesses," said Jeff Zwiefel, Life Time chief operating officer. "On behalf of our entire Life Time Athletic and LifeSpa team, we are thrilled to open our doors and deliver an incredible array of boutique-style, interest-driven programs that help our customers achieve success, all while participating in activities that align with their areas of passion."

As part of the grand opening preview event festivities, Life Time Chairman, President and CEO Bahram Akradi will lead a cycle class along with his "Ultimate Workout" for members and guests to observe in the club's Advanced Training Area. Other highlights throughout the evening include:

- Kids' activities and class demonstrations in Kids Academy
- LifePower Yoga and Pilates demonstrations featuring Tampa Yogi Stephen Jones
- Group Fitness demonstrations featuring Edge Cycle spin and Zumba[®] classes
- Metabolic Testing demonstrations featuring state-of-the-art technology to understand how metabolism impacts overall health and fitness levels

The 55,000-square-foot Life Time Athletic and LifeSpa will feature best-in-class instructors and programs in exquisite, beautifully appointed group fitness, cycle, Pilates and yoga studios, and offer the best-in-class cardiovascular and resistance machines available anywhere.

In addition, Life Time certified personal trainers and nutrition coaches will serve members with personalized fitness and nutrition programs designed to help them achieve and maintain healthy and active lifestyles, including Life Time's proprietary myHealthScoresm which looks

at six key areas to determine a picture of a member's overall health.

To address the needs of families — and the interests of Life Time's littlest members — Life Time Athletic and LifeSpa features Kids Academy, a unique membership program designed especially for kids from 3 months to 11 years. Kids Academy is focused on helping children develop a passion for living a healthy, active life and provides a full spectrum of enriching and engaging activities in the areas of Mind and Body, Arts and Culture, Fitness and Agility, and Life Skills in one convenient location. More than 20 classes are offered weekly including karate, yoga, music, Spanish immersion, tumbling and sports skills.

Open to members and non-members, the LifeSpa at Life Time Athletic Tampa is a full-service, lavish day spa and medi-spa providing state-of-the-art treatments; the latest in massage and relaxation therapy; and a comprehensive range of body, hair, nail and skin care services. Non-members who book a service will receive access to Life Time on the day of their appointment and up to two hours for their children in the Life Time Kids Academy.

LifeCafe, an on-site, full-service, chef-driven restaurant is located within Life Time Athletic and LifeSpa. Operating under the "If it's here, it's healthy" mission, Life Time has made a commitment to its millions of members and the public, promising clean and wholesome eating at all of its LifeCafe locations. The LifeCafe menu features fresh and healthy food items – free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners.

As a Diamond-level Life Time destination, members of Life Time Athletic and LifeSpa Tampa have full access to all Life Time Athletic and Life Time Fitness destinations across the country, along with exclusive social events, travel opportunities and more.

Life Time Athletic and LifeSpa Tampa is accessible through a private outdoor entrance between Nordstrom and Dillard's at International Plaza. The club will be open seven days a week beginning April 12. Hours are: Monday – Friday from 5:00 a.m. – 11:00 p.m., Saturday from 6:00 a.m. – 10:00 p.m. and Sunday from 6:00 a.m. – 8:00 p.m. Life Time offers complimentary towel service and lockers, an initial 14-day money-back guarantee and no long-term contracts are required.

For more information on Life Time Athletic and LifeSpa Tampa, call 813.262.1300, visit www.lifetimefitness.com/tampa or <https://www.facebook.com/LifeTimeAthleticTampa>.

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 10, 2014, the Company will operate 110 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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