

April 8, 2011



Life Time Launches Exciting New Mountain Bike Challenge with Lutsen 99er

- Challenging 99-mile course along Lake Superior offers steep climbs, scenic routes June 11
- Registration and information available at www.lutsen99er.com

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Further demonstrating its commitment to the sport of mountain biking both nationally and in Minnesota, [Life Time Fitness](#) (NYSE: LTM), the Healthy Way of Life Company, has announced registration is open for its newest mountain bike race--the [Lutsen 99er](#).

Taking place in Minnesota's Arrowhead region along Lake Superior on Saturday, June 11, 2011, the Lutsen MTB Races offer challenging course routes and scenic views. More than a picturesque bike ride, the Lutsen 99er will feature climbs and challenges throughout the 99-mile long course.

"Our mission is to create an experience that is unique to the state of Minnesota while remaining focused on our goal of continuing to build world-class mountain biking opportunities in North America," said Kenneth Cooper, vice president of [Endurance and Athletic Events for Life Time](#). "The Lutsen 99er will provide a spectacular backdrop for a great new event series that will automatically draw serious mountain bike competitors to the area."

The Lutsen 99er will start at Lutsen Mountain's Bridge Run, taking participants along the shores of Lake Superior before climbing into the Sawtooth Mountains. Once over the ridgeline, the course will take advantage of the glacially-sculpted terrain and rolling hills of the Boreal Forest. The finish is in front of Papa Charlie's at Lutsen Mountain.

In addition to the main event, there is a 39-mile option geared towards those who want similar challenge on a shorter course and those just getting introduced to mountain biking.

Event information, including online registration, is available at www.lutsen99er.com.

About Life Time Fitness, Inc.

As the Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) delivers the certified professionals, comprehensive businesses and incredible destinations that help people positively change their lives every day. The Company's healthy way of life approach enables its customers to achieve their health 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. As of April 8, 2011, the Company operated 90 centers under the LIFE TIME FITNESS^(R) and LIFE TIME ATHLETICSM brands primarily in suburban locations in 20 states and 24 major markets. Additional information about Life Time centers, programs and services is available at

lifetimefitness.com.

Source: Life Time Fitness