

June 23, 2010



2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Set to Kick off June 27 in Philadelphia

Professional Field to Include 2009 PHLYTRI Defending Champions, David Thompson (USA) and Rebekkah Wassner (USA)

Life Time Fitness, Inc. (NYSE: LTM):

WHAT: 2010 Philadelphia Insurance Triathlon (PHLYTRI) - The first of six events in the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

WHEN: Sunday, June 27, 2010 - 6:55 a.m. (EDT)

WHO: 2009 Defending PHLYTRI Champions, Rebekkah Wassner (USA) and David Thompson (USA), along with 30 other female and male professionals, including:

- Tyler Butterfield (BER) - 2010 Ironman 70.3 U.S. Pro Championship Fifth Place, 2009 Monaco Ironman Third Place, 2004 Olympian
- Bevan Docherty (NZL) - 2008 Olympic Bronze Medalist, 2004 Olympic Silver Medalist
- Mary Beth Ellis (USA) - 2010 Escape from Alcatraz Triathlon Third Place
- Matt Reed (USA) - 2009 Life Time Fitness Triathlon Series Race to the Toyota Cup Champion
- Jenna Shoemaker (USA) - 2010 Escape from Alcatraz Triathlon Second Place
- Pip Taylor (AUS) - 2007 PHLYTRI Third Place
- Andrew Yoder (USA) - 2008 and 2009 PHLYTRI Second Place

WHERE: Swim Start - St. Joe's Boat House, 2200 John B. Kelly Drive in Philadelphia

WHY: The PHLYTRI professional field will be battling for the event's \$31,000 purse. The winner of the female and male divisions each will take home \$8,000. In addition to the cash prizes, the winners also will earn 10,000 points in the Life Time Fitness Triathlon Series Race to the Toyota Cup.

About the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup

The 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup is made up of six of the most prominent international-distance triathlon events in the United States:

- Philadelphia Insurance Triathlon - 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.

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 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.toyotaneewsroom.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 23, 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.