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When Losing is Winning: Life Time Fitness Members Win National Life Time Weight Loss 90-Day Challenge

CHANHASSEN, Minn.--(BUSINESS WIRE)-- After three months of sweat, discipline and persistence, Greg Shulman (Commerce Township, Mich.) and Lorena Carter (Champlin, Minn.) squashed their competition by losing the largest percent of body weight to win the [Life Time Weight Loss 90-Day Challenge](#), powered by Toyota. Shulman won the national men's division by losing 89.4 pounds, which is 33.86 percent of his initial body weight. Carter won the women's division by losing 54.8 pounds, which is 25.25 percent of her beginning body weight.

Lorena Carter (Champlin, Minn.) won the Life Time Weight Loss 90-Day Challenge, powered by Toyota. Carter won the women's division by losing 54.8 pounds, which is 25.25 percent of her beginning body weight. (Photo: Life Time Fitness)

Both winners were rewarded with a one-year Life Time Fitness membership and a four day, three night vacation for two to Manhattan Beach, Calif. A total of more than \$50,000 in prizes were offered as a part of the challenge, including awards for the greatest weight loss for top male and female on a national and individual Life Time location basis.

"We want to congratulate everybody who participated in the 90-Day Challenge. We are absolutely thrilled of all the success that was achieved over the past three months," said Mark Thom, Senior Vice President, Fitness and Nutrition Services for Life Time Fitness. "This challenge supported Life Time's philosophy of taking personal responsibility for health and wellness, and we will continue providing the people, programs and motivation necessary to help everybody sustain the Healthy Way of Life."

During the challenge, all weight loss participants received:

- Admission to exclusive 90-Day Weight Loss exclusive events, including yoga, zumba and two 5k fun runs
- Personalized strength and cardiovascular workout plans
- Access to two nutrition seminars and a grocery store tour
- Use of web-enabled support tools such as Life Time's myPlan, an innovative way to track food, results, lab tests and support to help along the way
- Weekly weigh-ins and a leader board to keep an eye on how participants are doing compared to other members in their club and around the nation

The challenge kicked off April 8 - 10 at more than 87 locations and came to a close July 9. To learn more about the 90-Day Challenge and to see before and after images of Shulman and Carter, visit www.lifetime-weightloss.com/90day.

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 July 19, 2011, the Company operated 92 centers under the LIFE TIME FITNESS^(R) and LIFE TIME ATHLETICSM brands primarily in suburban locations in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6798992&lang=en>

Source: Life Time Fitness, Inc.