

October 5, 2011



LifeSpa and Salon Brings Affordable, Healthy Wellness to Budget-Conscious America with Spa Week October 10-16

Event offers the most cost-conscious way to get and stay healthy by rejuvenating from the inside out with three \$50 treatments

CHANHASSEN, Minn.--(BUSINESS WIRE)-- According to the International Spa Association, nearly 143 million people visited the spa last year, with most listing stress reduction and relaxation as the top reason for their visit. While it's becoming more difficult for consumers to justify spending time and money on spa treatments as a necessity rather than a luxury, LifeSpa and Salon, a company inside Life Time Fitness (NYSE:LTM), is offering members and non-members a way to take advantage of the healing benefits of the spa with Spa Week.

From October 10-16, 2011, LifeSpa will join hundreds of day, medical and resort spas to offer three exclusive 50-minute services for a discounted price of just \$50 each. From rejuvenating facials, pain alleviating trigger-point massages and Hollywood-quality pampering packages, LifeSpa's Spa Week offers an experience specific to the unique wellness needs of everyone.

"At LifeSpa, we've long been advocates for promoting the health benefits of a spa lifestyle," said Ali Yanez, national operations manager, LifeSpa and Salon. "We're excited to participate in Spa Week once again to provide consumers nationwide with the ability to try different treatment types while putting an end to the myth that the spa is only an escape for the rich and famous."

Look good and feel amazing with these three offers for just \$50 each:

- **Massage of choice:** Reduce muscle tension while creating an overall sense of relaxation and well-being with the customized 50-minute massage of your choice. Choose deep tissue, trigger point, relaxation or muscle therapy and warm foot.
- **LifeSpa Signature Facial:** Our most popular facial, the LifeSpa Signature includes a thorough cleansing and relaxing experience complete with a customized mask to treat your specific areas of concern. Relaxing scalp, face, neck and shoulder massage included.
- **Pampering package:** Renew and beautify your hands as you're pampered with a soothing hand and lower arm massage. Then sit back and relax with a soothing foot and lower leg massage. Both services include a deep hydrating treatment, nail shaping, cuticle nourishing, exfoliation and polish or buff.

Fall Spa Week specials are available at all LifeSpa and Salon destination. To book your appointment, visit <http://lifetimefitness.mylt.com/community/lifespas-and-salon>.

About Spa Week

Created and founded by Cheryl Reid, Spa Week's goal is to open up the spa industry to the masses by making the spa lifestyle available to everyone. Now in its 15th installation, Spa Week's spring and fall events have proven to be so successful that well over one million affordable spa treatments have been booked and enjoyed by consumers across North America. For more information, visit www.spaweek.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 October 4, the Company operated 92 centers under the LIFE TIME FITNESS® 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.

Life Time Fitness, Inc.

Karen Jayne Leinberger, 952-229-7162
kleinberger@lifetimefitness.com

Source: Life Time Fitness, Inc.