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# Life Time Earns Nutrition Business Journal's Management Achievement Award

*LifeCafe recognized for "If it's here, it's healthy" approach, banishing processed and artificial food products from locations nationwide*

CHANHASSEN, Minn.--(BUSINESS WIRE)-- The nutrition industry's most notable business leaders of 2012 have been named in Nutrition Business Journal's (NBJ) annual Business Achievement Awards issue, published this month. [Life Time – The Healthy Way of Life Company](#) (NYSE: [LTM](#)) has been awarded with the Management Achievement Award for its courageous leadership endeavor to banish processed and artificial food products from its LifeCafe locations nationwide.

In October, as part of its continued commitment to a healthy way of life, Life Time transformed its LifeCafe menu to feature fresh, clean and healthier food items in all 85 LifeCafe destinations nationwide. The new menu offers pre-prepared, made-to-order and packaged products free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners and demonstrates an easy, no excuses positive change to nutritious and delicious eating.

"We are honored to have earned *Nutrition Business Journal's* (NBJ) Management Achievement Award," says John Reilly, senior vice president of corporate business. "Being the Healthy Way of Life Company comes with a great responsibility and commitment to our customers. As such, we set out to create an environment full of healthy choices while also setting an example for others whose businesses evolve around feeding America. We are honored to be recognized for our leadership in this space."

Operating under the mission "If it's here, it's healthy," Life Time has made a commitment to its members and customers, promising clean and confident eating. The LifeCafe menu includes all-natural beef with no added hormones or antibiotics, wild-caught fish, gluten-free Udi's bread, shakes and smoothies with organic fruit, orange juice and milk and breakfast sandwiches and wraps with organic, cage-free eggs. LifeCafe has also partnered with health-conscious brands to ensure that every drink, energy bar, supplement, snack or other food product sold meets its stringent requirements for healthy eating.

NBJ is the premier publication for the nutrition, natural, organic, dietary supplement and integrative medicine industries. NBJ's Business Achievement Awards recognize the industry's greatest leaders making significant advancements in health, wellness and nutrition. NBJ publisher Patrick Rea, along with editor-in-chief Marc Brush, will honor all award recipients at the NBJ Summit on July 25. View the complete list of award winners at: <http://newhope360.com/news/2012-business-achievement-awards>.

For more information about Life Time, LifeCafe and Life Time's healthy approach towards

nutrition, visit [www.lifetimefitness.com](http://www.lifetimefitness.com).

### **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 customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of January 18, 2013, the Company operated 105 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC(SM) brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

### **About Nutrition Business Journal**

Through a portfolio of media products, including a monthly executive journal and in-depth research reports, Nutrition Business Journal, produced by New Hope Natural Media (a division of Penton Media), supplies authoritative data and analysis to leaders and decision makers in the nutrition business. NBJ also provides strategic consulting services to many of the top companies in the industry. To request a free issue or subscribe visit: [www.newhope360.com/nbj](http://www.newhope360.com/nbj).

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