

July 9, 2013



Life Time Tri Minneapolis Descends upon Lake Nokomis Saturday, July 13

Thousands will participate in annual event that also kicks off the first race in the Toyota Triple Crown Triathlon Series

Life Time Fitness (NYSE:LTM):

WHAT: Thousands of professional and amateur triathletes will descend upon Minneapolis on Saturday, July 13 to compete in the 2013 Life Time Tri Minneapolis at beautiful Lake Nokomis. The event, presented by Life Time – The Healthy Way of Life Company, is also the first event in the Toyota Triple Crown Series that will award \$50,000 and the coveted Toyota Cup to the top professional female or male triathlete competing in all three Toyota Triple Crown events. Life Time Tri Minneapolis isn't just for the pros though. The event includes a Sprint and International distance as well as a relay component for those who would rather showcase their swim, bike or run skills alongside a team.

In addition, the North American Junior Triathlon Invitational will take place where children ages 12-17 will compete with teams from Canada and the United States for individual and group awards. Junior participants will swim 0.25 miles, bike 15.0 miles and run 3.1 miles.

WHEN: Saturday, July 13, 2013
7 a.m. CDT Pro Start and International Waves Begin
8:43 a.m. CDT Short Course Waves Begin
11 a.m. CDT Awards Ceremony

WHO: Alongside thousands of amateur and elite triathletes, the following pros are scheduled to compete:

Women	Men
Fernanda Bau	Ben Collins
Moka Best	Cameron Dye
Lauren Brandon	Nickolaus Early
Abby Geurink	Kevin Everett
Lauren Goss	Chris Foster
Alicia Kaye	Stuart Hayes
Leanna Lee	Dan Hedgecock
Sara McLarty	Manuel Huerta
Jillian Petersen	Hunter Kemper
Shannon Radle	Chris Leiferman
Lesley Smith	Alex Libin
Sierra Snyder	Dustin McLarty
	Patrick Parish
	Dan Tigert
	Riley Unger
	Ivan Vassiliev
	Chris Wiatr

WHERE: Swim—Minneapolis' Lake Nokomis starting and beginning on the northwest side of the lake.

Bike—Navigates along the iconic Mississippi River and "City of Lakes" before returning to the Lake Nokomis transition area.

Run—Around Minneapolis' Lake Nokomis to the cheers of thousands of spectators.

WHY: The pro field will be battling for the event's \$40,000 purse, with the winner in both the female and male divisions taking home \$10,000 each. In addition to the cash prizes, the winners will also earn 10 points in the Race to the Toyota Cup.

The 2013 Life Time Tri Pro Series cash purse offers \$450,000, including \$250,000 in individual race awards and an additional \$200,000 awarded to Life Time Tri Pro Series champions crowned at the series finale – Life Time Tri Oceanside. With the addition of the Toyota Triple Crown, the overall 2013 Life Time Tri cash purse is \$500,000. To qualify for race awards, pros must start at least three events, including the Series finale, Life Time Tri Oceanside, with the top five events counting towards their overall standings. The official finishing times at Life Time Tri Oceanside will serve as a tiebreaker.

As the 2013 Life Time Tri Pro Series and Toyota Triple Crown Series progress, participant results and current point standings will be available at lifetimetri.com, the official website of Life Time Tri. Updates also will be provided on Twitter by following [@LifeTimeTri](https://twitter.com/LifeTimeTri) and by liking the [Life Time Tri Facebook page](#).

** MEDIA NOTE: For on-site media credentials, please contact Erin Bix at 917-204-6355 or erinsbix@gmail.com.*

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 2 million vehicles in 2012. Toyota directly employs over 31,000 people in the United States and its investment here is currently valued at more than \$24 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.

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 July 9, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Life Time Fitness
Lauren Flinn, 952-229-7776
lfinn@lifetimefitness.com

or

Erin Bix, 917-204-6355
erinsbix@gmail.com

Source: Life Time Fitness, Inc.