December 31, 2009

Contrary to Popular Belief, New Year's Resolutions Actually Can Work!

Those Successful State the Right Guidance, Motivation and Environment Make the Difference; With 2010 Now Upon Us, Life Time Offers Tips to Getting Your Fitness, Nutrition and Healthy Way of Life Program On the Right Track

CHANHASSEN, Minn.--(BUSINESS WIRE)-- With the New Year upon us, all over the nation, countless individuals are making new health and fitness resolutions for 2010. Then, in short order, we hear about the masses who don't achieve their goal. Of course, that doesn't have to be the case. New Year's Resolution Success really can become a reality.

Take John Coyler of Columbus, Ohio, whose weight loss journey started on January 15, 2009, at Life Time Fitness. Through regular exercise and a constant focus on diet, Coyler has lost 90 pounds. Similarly, Sue Turnblom of Detroit, made her resolution in December of 2008. And she didn't just talk about it. With the guidance of Life Time's fitness and nutrition professionals, she truly changed her lifestyle. By maintaining regular workouts and proper nutrition, she has lost more than 135 pounds and completed a half marathon. Finally, how about Jason Bach of Denver who, like many, rode the roller coaster of fad diets and "miracle" weight loss programs. After multiple failures, Bach turned to Life Time Fitness. With regular exercise and a smart diet Bach has since dropped 40 lbs. while adding 15 lbs of lean muscle mass.

Bach, Coyler and Turnblom are not alone. With the goal of helping the countless other people who are establishing New Year's Resolutions achieve success in 2010, Life Time Fitness (NYSE: LTM) offers these tips:

- Be Realistic. Being fit and staying fit is a continuous pursuit. Don't place too much pressure on yourself by attempting to do too much too soon, only to end up experiencing frustration and failure. The key is to start slow and increase your intensity over time.
- Set Short-Term Goals. Determine what you want to accomplish and set a series of challenging, but achievable milestones along the way. Identifying and accomplishing specific goals will help you build confidence as you progress through your fitness program. A personal trainer can be an excellent resource to help determine appropriate goals. A workout partner can also be beneficial to keep you accountable.
- Introduce Variety. Prevent workout boredom by adding a variety of activities to your fitness routine. You are far more likely to stick with your plan if you introduce activities that you enjoy. If you belong to a health and fitness center or gym, take a look at the range of programs and events that are offered.
- Make Time for Fitness. One of the most daunting barriers to maintaining a regular fitness program is the perceived time commitment. It is important to schedule your workout time just as you would a business meeting or family activity. People make time for the things that are important to them and a fitness program should be no different. Remember to invest in yourself - it pays dividends.
- There is No Bad Time to get Started. Eliminate excuses that prevent the

start of your exercise commitment. Too often people make commitments but then fall into the "I'm too busy right now" or I'll start next week" trap. There is no time like the present. Go for a walk or take the stairs instead of the elevator. If you start a program in January, but fall off the fitness wagon, start again. Invest in your own health and wellness TODAY.

"Most people begin new fitness programs with good intentions," said Jeff Zwiefel, Life Time Fitness executive vice president. "Unfortunately, many fail to get past even the first few weeks of their new commitment. But, with a sound plan and proper guidance in the areas of education, exercise and nutrition, a real, lasting lifestyle change is possible. It also is important for people to recognize that effective, long-term health and wellness cannot be achieved overnight. This requires a continuous, balanced approach to exercise and nutrition mapped to an individual's unique needs and goals."

Life Time Fitness recommends visiting your health care professional before beginning a new workout routine.

About Life Time Fitness, Inc.
Life Time Fitness, Inc. (NYSE:LTM) operates distinctive and large, multi-use sports and athletic, professional fitness, family recreation and resort and spa centers. The Company also provides consumers with personal training consultation, full-service spas and cafes, corporate wellness programs, health and nutrition education, the healthy lifestyle magazine, Experience Life, athletic events and nutritional products. As of December 31, 2009, Life Time Fitness operated 84 centers in 19 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Tennessee, Texas, Utah and Virginia. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at lifetimefitness.com. LIFE TIME FITNESS, LIFE TIME ATHLETIC, EXPERIENCE LIFE, and the LIFE TIME FITNESS TRIATHLON SERIES are trademarks of Life Time Fitness, Inc. All other trademarks or registered trademarks are the property of their respective owners.

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