November 30, 2010

Life Time Fitness Race to the Toyota Cup Triathlon Series Schedule Set for 2011

-- Nautica South Beach and Capital of Texas Triathlons added to Series
-- Toyota U.S. Open Triathlon remains Series Championship event

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time Fitness (NYSE: LTM) today released the 2011 Life Time Fitness Triathlon Series Race to the Toyota Cup schedule. The internationally-renowned Series, which is made up of several of the most prominent international-distance triathlon events in the United States, retains consistency by welcoming back old favorites and introducing two exciting new events in 2011:

-- Nautica South Beach Triathlon (Miami) - April 10
-- Capital of Texas Triathlon (Austin) - May 30
-- Philadelphia Insurance Triathlon - June 26
-- Life Time Fitness Triathlon (Minneapolis) - July 9
-- Life Time Fitness Chicago Triathlon - August 28
-- Kaiser Permanente Los Angeles Triathlon - September 25
-- Toyota U.S. Open Triathlon (Dallas) - October 2

Along with the professional athletes, the 2011 Life Time Fitness Triathlon Series attracts more than 25,000 elite and amateur athletes from around the world.

"As we enter the fifth year of the Race to the Toyota Cup, Life Time Fitness reaffirms its commitment to the sport of triathlon by delivering a world-class Series with events that have proven to be athlete favorites and offer incredible host cities," said Ken Cooper, vice president, Life Time Fitness Endurance. "We look forward to continuing to develop the sport and welcoming athletes from around the world."

As the 2011 Race to the Toyota Cup progresses, participant results and current point standings will be made available at racetothetoyotacup.com, the official website of the Life Time Fitness Triathlon Series Race to the Toyota Cup.

Toyota enters its fourth year as title sponsor of the Race to the Toyota Cup in 2011.

About the Life Time Fitness Triathlon Series Race to the Toyota Cup

In groundbreaking fashion, the Life Time Fitness Triathlon Series was launched in 2006 and created the first-ever connection among several of the most prominent international-distance triathlon events in the United States. Throughout the Series, an international field of professional triathletes battle to earn points and a chance to win the coveted Toyota Cup. For more information, visit the Life Time Fitness Triathlon Series Race to the Toyota Cup website, racetothetoyotacup.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 1.77 million vehicles in 2009. Toyota directly employs nearly 30,000 people in the U.S. and its investment in the U.S. is currently valued at more than $18 billion. For more information about Toyota visit toyota.com, lexus.com, scion.com, or toyotanewsroom.com.

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE: LTM) is a healthy way of life company based in Chanhassen, Minnesota. The Company is dedicated to providing programs and services that help its members connect and engage with their areas of interest, and achieve success with their health and fitness goals. Life Time Fitness designs and operates distinctive, multi-use sports, professional fitness, family recreation and spa/resort centers that help members lead healthy and active lives. As of November 30, 2010, the Company operated 89 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at lifetimefitness.com.

Source: Life Time Fitness