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# Life Time Tri and Toyota Introduce Innovative Triple Crown Series to Tri Events

*Multi-year agreement adds drama to three marquee Life Time Tri events, introduces rewards for Life Time Tri Pro Series participants; Combined 2013 Life Time Tri Pro Series and Toyota Triple Crown Series offers $500,000 purse*

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time (NYSE: LTM), the Healthy Way of Life Company and producer of nearly 100 athletic events annually, and Toyota today announced the introduction of the Toyota Triple Crown Series, a new dimension in triathlon that will bring additional drama and excitement to three existing Life Time Tri events: Life Time Tri Minneapolis (July 13), Life Time Tri Chicago (August 25), and Life Time Tri Oceanside (October 20). Toyota serves as the presenting sponsor of the Triple Crown Series as part of a multi-year agreement, extending Toyota's long held support of Life Time Tri and the sport of triathlon.

The newly created Series will award $50,000 and the coveted Toyota Cup to the top professional female or male triathlete who competes in all three Toyota Triple Crown events. The Toyota Triple Crown winner will be declared at Life Time Tri Oceanside using an 'equalizer' time handicap format judged by Life Time.

The Toyota Triple Crown will take place in conjunction with the 2013 Life Time Tri Pro Series, which is made up of some of the most prominent triathlons in the United States, including:

| Date | Event | Cash purse |
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| April 7 | Nautica South Beach Triathlon (Miami) | $40,000 |
| May 27 | Life Time Tri CapTex (Austin, Texas) | $30,000 |
| July 13 | Life Time Tri Minneapolis | $40,000 |
| August 25 | Life Time Tri Chicago | $40,000 |
| September 22 | Life Time Tri Tempe (Tempe, Ariz.) | $30,000 |
| October 6 | Life Time Tri Dallas | $30,000 |
| October 20 | Life Time Tri Oceanside (Oceanside, Cali.) | $40,000 |
| October 20 | Life Time Tri Championship (Oceanside, Cali.) | $200,000 |

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 and by liking the Life Time Tri Facebook page. Professional triathletes may contact Shawna Organisciak at 720-663-9335 for more information.

Along with professional athletes from around the world, Life Time Tri events attract thousands of elite and age group athletes each season. The professional and elite triathletes will compete in international-distance and relay team competitions on courses featuring a 1.5-kilometer swim, 40-kilometer bike, and 10-kilometer run, along with a short course option and, in select events, a sprint distance for kids.

**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.toyotanewsroom.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 March 21, 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.

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