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Tens of Thousands Anticipated to Play Pickleball Simultaneously Across North America During Inaugural Agassi Open Play Day on April 12

Event being hosted at Life Time, the largest operator of permanent pickleball courts

CHANHASSEN, Minn., March 26, 2025 /PRNewswire/ -- Life Time (NYSE: LTH), the nation's premier healthy lifestyle brand and operator of 785 dedicated pickleball courts across North America, is celebrating National Pickleball Month in a big way. On **Saturday, April 12**, Life Time will host the Inaugural **Agassi Open Play Day**, inviting thousands of players to take part in simultaneous open play from 12 p.m. to 3 p.m. EST on its pickleball courts across its portfolio of athletic country clubs.

With over 48.3 million people (Association of Pickleball Players) playing annually, pickleball has become a staple at Life Time. With a commitment to growing the game, Life Time has built a dominant presence in the sport.

"At Life Time, we set out in 2021 to become the leader in pickleball, and we've done exactly that as we approach nearly eight hundred courts and have created a community of hundreds of thousands of passionate players for fun, for leagues and for competitive play," said RJ Singh, Life Time's Chief Digital Officer and Leader of Life Time Racquet Sports. "Now, with the Inaugural Agassi Open Play Day on April 12, we're taking it even further, uniting players of all levels in a nationwide event to celebrate the sport and continue elevating the experience for our players."

A highlight of the day will take place at Life Time Green Valley in Henderson, Nevada, outside of Las Vegas, where tennis legend **Andre Agassi**, the inaugural Chair of the Life Time Pickleball and Tennis Board, will take the court with other pickleball pros, influential friends and Life Time members beginning at 9 a.m. PST. Agassi's leadership aims to expand access, enhance programming, and build a stronger sense of community within the sport.

Members can register to play on the Life Time App. Every player participating has a chance at winning the new Agassi x JOOLA Pro paddle. In Green Valley, members and guests can participate in the event for $60 with a chance to play with the pros and win prizes. A portion of all proceeds will benefit the Life Time Foundation, supporting youth nutrition, movement and conservation efforts.

As part of its ongoing investment in pickleball, Life Time has:

- Launched the LT Ultimate Pickleball, a patent-pending ball designed for durability and

consistent speed, available in Life Time pro shops and online.
- Established strategic partnerships with JOOLA and lululemon to provide premium apparel and equipment in clubs and the LT Shop.
- Released 70 instructional videos featuring elite pickleball players Ben and Collin Johns, available for free on the Life Time app.

For more information on Life Time Pickleball and to find courts near you, please visitLife Time club location page. You can also followLife Time Pickleball on Instagram.

For more information about Life Time, visitwww.lifetime.life or follow on social media at Facebook, Instagram and LinkedIn.

About Life Time

Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its portfolio of more than 175 athletic country clubs across the United States and Canada, the complimentary, comprehensive Life Time app and nearly 30 of the most iconic athletic events in the country. The health and wellness pioneer uniquely serves people 90 days to 90+ years old through its healthy living, healthy aging, healthy entertainment communities and ecosystem, along with a range of healthy way of life programs and information, and the most trusted LTH nutritional supplements and products. Life Time was recently certified as a Great Place to Work®, reinforcing its commitment to fostering an exceptional workplace culture on behalf of its more than 42,000 dedicated team members.



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SOURCE Life Time, Inc.