

May 14, 2009



# **Collierville, Tennessee Invited to Kick off Summer at New, State-of-the-Art Family Fitness and Recreation Resort and Waterpark**

## **VIP Preview Celebration Set for June 11; Wide Array of Sports, Professional Fitness, Recreation and Entertainment Amenities and Programs Offered at First Life Time Fitness Center in Tennessee**

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Life Time Fitness (NYSE: LTM) will open the doors to its newest family-oriented sports and athletics, professional fitness, recreation and entertainment destination, located in Collierville, Tennessee (Memphis area), on Saturday, June 13, at 6:00 a.m. The new center, which is located at 3470 Houston Levee Road, marks the opening of Life Time's first location in Tennessee.

The large, unique center also will host a pre-opening VIP Celebration on Thursday, June 11, beginning at 7:00 p.m. Current Life Time members and area residents are invited to experience a sneak peek of the new center and take part in facility tours and demonstrations offered at this distinctive, new healthy-way-of-life destination, which is supported by a large team of certified fitness and nutrition specialists.

"We are excited to bring our unique, family-oriented health and wellness destination to the Memphis market," said Life Time Executive Vice-President of Operations, Jeff Zwiefel. "Unlike the typical health club, Life Time offers a facility that is much more like a resort than a club, complemented by a comprehensive range of programs and services designed to meet the health, wellness, recreation and entertainment needs of the entire family. With a focus on delivering incredible value, our luxurious environment exudes 'friendly' and 'inviting,' while providing the ultimate in personalized services in a relaxing and rejuvenating atmosphere. We are proud to join the Collierville community and to begin serving members seeking healthy and active lives."

Among the multitude of Life Time Fitness Collierville amenities are more than 400 pieces of state-of-the-art cardiovascular and resistance equipment, multiple group exercise, cycle, Pilates and yoga studios with a full complement of member programs, a team of certified personal trainers and programming, a wide selection of adult and youth programs and activities, an indoor rock climbing cavern, two full-size basketball courts, and dry saunas. The facility also incredible features indoor and outdoor water parks with multiple pools.

Families will appreciate Life Time's large, interactive child center, featuring a play maze, junior basketball court, computer lab, children's activity areas, and a separate infant playroom. Dedicated family dressing rooms also are available.

Furthermore, members can take advantage of LifeSpa, which delivers a full range of hair, nail and skin care services, and therapeutic massage, and LifeCafe, which offers the best in healthy food and beverage services.

Life Time Athletic provides 24 hour access, complimentary towel and locker service, and an initial 30-day money-back guarantee with no long-term membership contracts.

For more information about Life Time Fitness Collierville, please visit [lifetimefitness.com/collierville](http://lifetimefitness.com/collierville).

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 May 14, 2009, Life Time Fitness operated 83 centers in 18 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Texas, Utah and Virginia. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at [lifetimefitness.com](http://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.

Note to Editors:

Life Time Fitness Collierville is located at 3470 Houston Levee Road in Collierville, TN (38017). The center's telephone number is 901-853-9393.

Please contact Kent Wipf at 952-229-7211 or [kwipf@lifetimefitness.com](mailto:kwipf@lifetimefitness.com) for all Life Time preview, interview, photography or video requests.

Source: Life Time Fitness, Inc.