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Champions Rebecca Rusch, Dave Wiens Join Leadville Race Series Team

LEADVILLE, Colo.--(BUSINESS WIRE)-- Life Time Fitness, Inc. ([NYSE: LTM](#)), the Healthy Way of Life Company is proud to announce that Rebecca Rusch, a three-time winner of the Leadville Trail 100 Mountain Bike Race, and Dave Wiens, a six-time winner of the Leadville Trail 100 Mountain Bike Race, have joined the [Leadville Race Series](#) team to assist with race development and promotion.

As part of their Leadville Race Series responsibilities, Rusch and Wiens will assist in further developing the Leadville brand, as well as promoting the Leadville qualifying events around the country. Rusch will attend the Wilmington Whiteface 100, Silver Rush 50, Tahoe Trail 100 and the Leadville Trail 100 MTB, while Wiens will attend all of the Leadville Race Series events. Both will host pre-race rides and “Ask the Pros” sessions after each event’s Athlete Meeting. In addition, the duo will contribute to the bi-weekly Leadville Race Series newsletter, which offers training and racing advice in the “Dispatches from Columbine” segment.

“We are excited to welcome Rebecca and Dave into the Leadville family,” said Kimo Seymour, global brand director, Leadville Race Series. “We look forward to working with these elite icons to continue our mission of enhancing participants’ experiences, as well as further developing the Leadville brand.”

Since 1983, the Leadville Race Series has attracted thousands of competitors and spectators to Leadville, which is located approximately two hours west of Denver. For additional information regarding the [Leadville Race Series](#), visit www.leadvillerraceseries.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 May 7, 2012, 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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Source: Life Time Fitness, Inc.

