

Stage Set For 2010 Life Time Fitness Triathlon Series Race To The Toyota Cup

June 27 Philadelphia Insurance Triathlon to Kick Off Series; October 10 Toyota U.S. Open Triathlon Remains Series Championship Event; Champion System to be Official Custom Technical Apparel Partner

CHANHASSEN, Minn.--(BUSINESS WIRE)--Life Time Fitness, Inc. (NYSE: LTM) today announced the 2010 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 U.S., expands in 2010 to include the Philadelphia Insurance Triathlon (PHLYTRI):

- PHLYTRI - June 27
- Life Time Fitness Triathlon - July 10 (Minneapolis)
- Nautica New York City Triathlon - July 18
- Chicago Triathlon - August 29
- Kaiser Permanente Los Angeles Triathlon - October 3
- Toyota U.S. Open Triathlon - October 10 (Dallas)

"With the launch of the Life Time Fitness Triathlon in 2002, we made the commitment to make a significant investment in the growth and awareness of this healthy-way-of-life sport," said Dave Campbell, vice president, Life Time Fitness Athletic Events. "This commitment has evolved with the creation of the Life Time Fitness Triathlon Series Race to the Toyota Cup in 2008 and now, the addition of the PHLYTRI to our stellar race schedule. With the tremendous support provided by Toyota and our other partners, we are thrilled to once again deliver a world-class series of international-distance triathlons."

"The Philadelphia Insurance Triathlon is thrilled to be a part of the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup," said Richard Adler, CEO, Philadelphia Triathlon, LLC. "Since its founding in 2005, the PHLYTRI has become one of the top international-distance races in the country. Joining the Series will raise our profile among the world's best triathletes who will experience our scenic and challenging course, while adding another level of excitement for the thousands of participants and spectators during race weekend. We're also very excited to kick off the 2010 Life Time Fitness Race to the Toyota Cup."

In 2010, the [Life Time Fitness Triathlon Series Race to the Toyota Cup Prize Purse](#) will total \$421,000 for the Professional Division, which includes \$353,000 in individual race purses plus a \$68,000 Series Bonus. The top six Professional women and men (three in each division) will receive a Series Bonus payout, in addition to any individual race awards, based upon the [2010 Life Time Fitness Triathlon Series Race to the Toyota Cup Point System](#). Additionally, the top female and male Professionals will be awarded the coveted Toyota Cup.

In order to be eligible for the Series Bonus and Toyota Cup, Professional triathletes must start at least four of the six Series events, one of which must include the Toyota U.S. Open Triathlon Championship in Dallas.

"We are delighted to continue to be a part of the Life Time Fitness Triathlon Series Race to the Toyota Cup," said Keith Dahl, National Marketing Manager for Toyota Motor Sales, U.S.A., Inc. "The sport of triathlon continues to realize positive growth and along with it, the Series, which originally launched with four events and has since added the Toyota U.S. Open and the PHLYTRI. As with past years, we look forward to the 2010 Race to the Toyota Cup's showcase of this incredible sport and the Professional and Amateur athletes who bring it to life."

As the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup progresses, participant results and current point standings will be made available at [racetothetoyotacup.com](#), the official Web site of the Life Time Fitness Triathlon Series Race to the Toyota Cup.

Life Time Fitness also announced the addition of Champion System as the Official Custom Technical Apparel Partner to the Series. Champion System will produce custom apparel for the five individual events.

"We are thrilled about our partnership with the Life Time Fitness Triathlon Series Race to the Toyota Cup," said Scott Kaylin, Champion System - Co Founder. "Strategically, this world-class Series falls directly in line with our direction in the sport. When we started Champion System, we were determined to create a company that would take an entirely new approach to custom team wear. We've combined our strong 20+ year knowledge of the apparel business with our love of sports to offer individual athletes, teams and organizations the best possible products and service available."

About the Life Time Fitness Triathlon Series Race to Toyota Cup

In groundbreaking fashion, the Life Time Fitness Triathlon Series launched in 2006 and created the first-ever connection among four of the most prominent international-distance triathlon events in the United States. The Series has continued to grow since its inception, adding the Toyota U.S. Open Championship event in Dallas in 2007 and the PHLYTRI in 2010. The Life Time Fitness Triathlon ([lftftriathlon.com](#)), held in Minneapolis, is produced by Life Time Fitness, Inc. The Philadelphia Insurance Triathlon ([phillytri.com](#)) is produced by Philadelphia Triathlon, LLC. The Chicago Triathlon ([chicagotriathlon.com](#)) is produced by Creative & Production Resources, Inc (CAPRI Events). The Kaiser Permanente Los Angeles Triathlon ([LATriathlon.com](#)) is produced by Pacific Sports LLC. The Nautica New York City Triathlon ([nyctri.com](#)) is produced by Korff Enterprises. For more information, visit the Life Time Fitness Triathlon Series Race to the Toyota Cup Web site, [racetothetoyotacup.com](#).

About Toyota Motor Sales, U.S.A., Inc.

Toyota established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. There are more than 1,400 Toyota, Lexus and Scion dealerships in the U.S. which sell more than two million vehicles each year. Toyota directly employs more than 32,000 people in the U.S. and its U.S. investment currently is valued at more than \$13 billion, including sales and manufacturing operations, research and development, financial services and design.

About Champion System

Founded by competitive cyclists, Champion System combines their knowledge of the apparel business with a love of the sport to offer the finest pro quality garments to the cycling masses. By allowing teams, retailers, clubs and individuals to order custom uniforms with unlimited colors and low minimums, Champion System sets a new standard in the custom cycle wear business. Champion System continues this practice with its simple and all-inclusive pricing structure. champ-sys.com

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 March 5, 2010, Life Time Fitness operated 87 centers in 19 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Tennessee, Texas, Utah and Virginia. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at 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.

For further information: "The Philadelphia Insurance Triathlon is thrilled to be a part of the 2010 Life Time Fitness Triathlon Series Race to the Toyota Cup"
