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Stage Set For Next Leg In 2010 Life Time Fitness Triathlon Series Race To The Toyota Cup: Legendary Life Time Fitness Chicago Triathlon

Remaining spaces limited for renowned multisport weekend of August 28-29 features international and sprint distance triathlon, Fleet Feet SuperSprint and the Chicago Kids Triathlon presented by McDonald's Event represents fourth leg of 2010 Life Time Fitness Series Race to the Toyota Cup Field set to include former Olympians, professionals, physically-challenged, amateur and first-time participants

CHICAGO--([BUSINESS WIRE](#))--More than 8,700 participants—including former Olympians, professional triathletes, the physically-challenged and amateurs—are expected to descend upon Chicago the weekend of August 28-29 to take part in the [Chicago Triathlon](#), which now is owned and produced by Life Time Fitness. Limited slots remain for the event and individuals may register online at chicagotriathlon.com.

The renowned event features an international distance competition on Sunday, August 29, which includes:

- 1.5-kilometer swim along the shoreline in Monroe Harbor with a finish just south of the Yacht Club
- 40-kilometer bike north and south from Randolph to Foster on the inner lanes of scenic Lake Shore Drive
- 10-kilometer run down Chicago's lakefront paths and Museum Campus, past the many wonders of Chicago's architectural skyline to the finish line at Columbus, two blocks south of Balbo

August 29 also features the Life Time Fitness Chicago Triathlon sprint distance (.75-kilometer swim, 22-kilometer bike and 5-kilometer run).

Complementing the weekend is a full day of activities on Saturday, August 28 at Foster Avenue beach, including the [Fleet Feet SuperSprint](#) and the [Chicago Kids Triathlon presented by McDonald's](#).

This popular, scenic Chicago event is part of the [2010 Life Time Fitness Series Race to the Toyota Cup](#), linking some of the most prominent international distance triathlons in the United States. Chicago is leg four of the six-race series, including [Philadelphia](#), [Minneapolis](#), [New York](#), [Chicago](#), [Los Angeles](#) (October 3) and the [Toyota U.S. Open in Dallas](#) (October 10).

As part of the 2010 Life Time Fitness Series Race to the Toyota Cup, the Professional field will be battling for the event's \$67,000 purse with the winner in both the female and male divisions taking home \$10,000 each. In addition to the cash prizes, the winners also will earn 10,000 points towards the Series' standings.

The total [Series Professional Division cash purse](#) includes \$353,000 in individual race awards plus a \$68,000 Series Bonus. Toyota bolstered the Series prize purse to include the 2010 Toyota Prius vehicles—one each to be awarded to the top female and male champions determined at the Toyota U.S. Open Triathlon in Dallas.

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 website of the Life Time Fitness Triathlon Series Race to the Toyota Cup.

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 1.77 million vehicles in 2009. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 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.

Life Time Fitness, Inc. (NYSE: LTM) is a healthy way of life company based in Chanhassen, Minnesota. The Company is dedicated to providing programs and services that help its members connect and engage with their areas of interest, and achieve success with their health and fitness goals. Life Time Fitness designs and operates distinctive, multi-use sports, professional fitness, family recreation and spa/resort centers that help members lead healthy and active lives. As of August 11, 2010, the Company operated 89 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at lifetimefitness.com.

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