http://news.lifetime.life/2014-09-23-its-time-to-choose-science-over-gimmicks-life-time-launches-system-to-bring-certainty-to-health-and-weight-loss-success?forPDF=1

It's Time To "Choose Science Over Gimmicks" - Life Time Launches System To Bring Certainty To Health And Weight Loss Success

LT Connect In-Club and LT Connect Mobile provide members an approach to maximize fitness results

CHANHASSEN, Minn.--(BUSINESS WIRE)--With 2/3 of Americans overweight or obese, we continue to face a serious health epidemic. In the face of this national crisis, it is critical that we understand how our bodies uniquely use fat and carbohydrates in order to achieve improved health. Today, Life Time – The Healthy Way of Life CompanySM (NYSE:LTM) announced the launch of 'LT Connect', a proprietary heart rate training system designed to help enhance success during workouts.

Recognizing that the "one-size-fits-all" formula and approach doesn't work for the majority of people, Life Time's LT Connect takes the guesswork out of weight loss and uses a science-based method of monitoring an individual's heart rate and intensity during exercise. Once members have completed an Active Metabolic AssessmentSM, which identifies individual heart rates and calorie burn rate within each zone during exercise, they have a framework for a 100% unique and personalized fitness plan to help them work smarter, not harder.

"As a pioneer in heart rate training systems, our goal with LT Connect is to empower our members on their healthy way of life journey by helping them understand how their metabolism works to make their workout the most effective and efficient as well as provide them the tools they need to achieve their total health objectives and fitness goals," said Tom Manella, Vice President of Personal Training at Life Time. "The results we see from people who have an Active Metabolic Assessment and train according to their own unique heart rate training program, as opposed to the typical one-size-fits-all approaches, are proven time and time again."

The new LT Connect system has been integrated into many of Life Time's exclusive programs at its clubs, and can also be used via the LT Connect Mobile app on Apple and Android mobile devices. By completing an Active Metabolic AssessmentSM or manually entering their heart rate zones into LT Connect, members are guided through any number of workouts that train their bodies to effectively and efficiently use fat instead of energy from simple sugars, thereby enhancing their overall health.

In addition, whether using LT Connect In-Club or via the LT Connect Mobile app, workouts can be uploaded automatically to Life Time's myPlan, an individualized online nutrition, exercise, and lifestyle tracking application. Together, these components represent a cohesive system that allows members to easily track progress and success on their own and with their trainers.

LT Connect In-Club

LT Connect In-Club currently is in 60 Life Time destinations, with plans for 26 additional locations by the end of 2014. The system allows members, trainers and instructors to see an individual's real-time heart rate and heart rate zones on screens in order to set specific intervals and recovery times to make participant workout time as efficient as possible. During Life Time Group Training Classes, such as TEAM Weight Loss and TEAM Fitness, as well as during personal training sessions, the instructor uses a tablet to pair participants ANT+ heart rate straps to monitor individual heart rate zones. Once workouts are completed, a detailed report is sent to the member noting time, and minimum, average and max heart rate as well as the percent of the workout within their personalized zones. It's then uploaded to the member's myPlan, which allows personal trainers, coaches or instructors to see the workout to offer tips and recommendations. The workout also is automatically emailed to the participant through myPlan in order for them to track their workouts and see how their fitness level is progressing. Workouts can then be shared socially on Facebook or Twitter.

LT Connect Mobile

LT Connect Mobile is an Apple and Android app that supports voice-coached heart rate training both in club and outside (with GPS) using a Bluetooth Low Energy heart rate strap. The LT Connect Mobile app allows members to track heart rate zones, workouts, distance and routes via GPS, all while staying connected to Life Time experts whether in the club or running around their neighborhood. In addition, the app features customized heart rate training plans with Base, Interval, Peak and Freeflow options. These can be modified with new programs by Life Time experts based on member's weekly workout schedule and goals. Similar to using in-

can be modified with new programs by Life Time experts based on member's weekly workout schedule and goals. Similar to using inclub, the app automatically syncs to myPlan and workouts can be shared socially with Facebook or Twitter, or via email.

LT Connect Mobile is the first in a series of new, unified mobile applications Life Time is launching throughout the rest of 2014 and 2015 as the company continues to deliver best-in-class programming for its more than one million members. The app is available for free download in the Apple App Store and Google Play Store. The app works only with devices that are Bluetooth smart compatible and works with a Bluetooth Low-Energy Heart Rate strap, available for sale at https://shop.lifetimefitness.com/. To learn more about LT Connect, visit http://www.lifetimefitness.com/ltconnect.

About Life Time Fitness, Inc.

As The Healthy Way of Life Company, Life Time Fitness (NYSE:LTM) helps organizations, communities and individuals achieve their

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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 members to achieve this by providing the best programs, people and places of uncompromising quality and value. As of September 23, 2014, the company operated 112 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available atlifetimefitness.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20140923006467/en/

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