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Life Time Athletic Green Valley To Deliver Members An Integrated Approach To Personalized Health

Grand opening celebration and ribbon cutting for Nevada's second Healthy Way of Life destination held November 6; Open to all members November 11

HENDERSON, Nev. & CHANHASSEN, Minn.--(BUSINESS WIRE)--With a commitment to helping improve the health of our country, Life Time – The Healthy Way of Life CompanySM announced the Tuesday, Nov. 11 opening of Life Time Athletic Green Valley. Located at 121 Carnegie Drive in Henderson, Life Time Athletic Green Valley is the company's second destination in Nevada focused on helping consumers achieve their total health objectives, athletic aspirations and fitness goals.

“ "If it's here, it's healthy" ”

A grand opening preview celebration for Founding members and media was held on Thursday, Nov. 6, with a ribbon-cutting ceremony with City of Henderson Councilwomen Geri Schroeder and Debra March and the Life Time leadership team. In addition, tennis icon and Las Vegas local, Andre Agassi, hosted a private reception for members, and celebrity stylist, Michael Boychuck, provided tours of his new LifeSpa + Salon by Michael Boychuck. Life Time Athletic Green Valley will officially open to all members on Tuesday, Nov. 11 at 5 a.m.

“It is our distinct honor to become a part of the thriving Green Valley community, and we welcome the opportunity to serve area residents and businesses,” said Jeff Zwiefel, Life Time chief operating officer. “On behalf of our entire Life Time Athletic team, we’re thrilled to open our doors and deliver an incredible array of boutique-style, interest-driven programs that help our members and their families achieve their health and fitness objectives of success, all while participating in activities that align with their areas of passion.”

Unlike a typical gym or boutique, Henderson-area residents will enjoy a total lifestyle center focused on helping them live a healthy, active way of life in the exclusive, lifestyle, sports, professional fitness, family recreation and spa resort. Life Time delivers an integrated approach to health, beginning with a proprietary myHealthScore[™] assessment and other testing for members to identify how they respond to food and exercise, along with other key health indicators. Members are then provided with personalized nutrition and exercise programs, supported with coaching, designed to address their individual needs and goals. From there, Life Time's team of experts help members achieve and sustain their healthy and active lives through a comprehensive portfolio of programs, services and events.

In keeping with the high-touch personalized services and rich arrangements that are found exclusively at Life Time Athletic clubs, the new, two-story 171,000-square-foot destination is designed to meet the needs of even the most discerning customers. Members will be well served with best-in-class instructors and certified fitness professionals in group fitness, Edge cycle, Pilates and yoga studios; a variety of group training programs from weight loss to boot camp as well as Life Time's unique Alpha Training program, and hundreds of the most innovative cardiovascular and resistance machines available anywhere.

In addition, members will have access to the resort-like indoor and outdoor aquatic center, complete with lap pools, whirlpools and waterslides, as well as two indoor basketball courts and a world-class tennis complex featuring four outdoor and eight indoor climate-controlled courts with viewing lounge, Pro Shop and video analysis room.

To address the needs of families — and the interests of its littlest members — Life Time Athletic Green Valley offers Life Time Kids Academy, a unique membership program designed especially for kids from 3 months to 11 years. Led by certified experts committed to childhood development, Life Time Kids Academy is focused on helping children develop a passion for living a healthy, active life, and provides a full spectrum of enriching and engaging activities with more than 65 classes weekly classes in the areas of Mind and Body, Arts and Culture, Fitness and Agility, and Life Skills. Specially designed rooms create unique spaces for classes like karate, yoga, music, Spanish immersion, arts and crafts, tumbling and sports skills providing parents with one convenient location for many of their children's activities.

Open to members and non-members, the LifeSpa + Salon by Michael Boychuck at Life Time Athletic Green Valley is a full-service, lavish salon, day spa and medi-spa providing state-of-the-art treatments; the latest in massage and relaxation therapy; and a comprehensive range of body, hair, nail and skin care services. In addition to top-of-the-line services, guests will be pampered with top-quality beauty brands and products including Kérastase and Kevyn Aucoin. Non-members who book a service will receive access to Life Time on the day of their appointment and up to two hours for their children in the Life Time Kids Academy

LifeCafe, an on-site, full-service, chef-driven restaurant, is located within Life Time Athletic and operates under an “If it's here, it's healthy” philosophy. Life Time has made a commitment to its millions of members and the public, promising clean and wholesome eating at all of its LifeCafe locations. The menu features fresh and healthy food items – free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners.

As a Diamond-level destination, members of Life Time Athletic Green Valley will have access to all Life Time centers across the country along with exclusive social events, travel opportunities and more. In addition, for those with a passion for tennis, members will have the opportunity to embark on “travel and play” experiences at more than 200 full-service indoor and outdoor courts at 21 of Life Time's tennis destinations.

Life Time Athletic Green Valley will be open 24 hours a day, seven days a week with complimentary towel and locker service, an initial 14-day money-back guarantee and no long-term contracts. For more information on Life Time Athletic Green Valley, 702-802-7300, visit lifetimeathletic.com/greenvalley or facebook.com/lifetimeathleticgreenvalley.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 members to achieve this by providing the best programs, people and places of uncompromising quality and value. As of Nov. 5, 2014, the Company operates 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 at lifetimefitness.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141107005954/en/>

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