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Experience Life Magazine Named Finalist For Two Maggie Awards

Category-Redefining Health and Fitness Magazine Aims to Help Readers Improve Health, Fitness And Enjoy Happier, More Satisfying Lives

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Experience Life magazine has been nominated as a finalist for two Maggie Awards - Best Magazine in the Health and Fitness category and Best Overall Design in the Consumer Magazine category — by the Western Publications Association. The Maggie Award competition recognizes journalistic excellence for magazines published and distributed west of the Mississippi River. The winners will be announced May 2, 2008, at the 57th annual Maggie Awards banquet in Los Angeles.

Experience Life competed in the category of Best Magazine in the Health and Fitness category against a number of other popular newsstand titles, including Yoga Journal, Alternative Medicine, Fit Pregnancy, and Muscle & Fitness. Also elected as a finalist in the Best Overall Design in Consumer Magazine, Experience Life is in nominated with Yoga Journal, Seattle Metropolitan, Sactown, Edutopia, Diablo, and Desert Living.

First published in 2001, Experience Life is an award-winning healthy-lifestyle magazine committed to helping its readers improve their health and fitness while enjoying happier, more satisfying lives. The magazine is published 10 times a year by Life Time Fitness, Inc. (NYSE: LTM), a healthy-way-of lifecompany that operates 71 distinctive and large, multi-use sports and athletic, professional fitness, family recreation and resort and spa centers in 16 states. Experience Life is available by subscription and on select newsstands nationwide, and is aimed at a mass-market audience of health-motivated individuals. It currently enjoys a circulation of more than 600,000, with an MRI-estimated reach of 2.7 million.

"We're deeply honored to be nominated for two prestigious Maggie Awards - particularly in the company of several other great magazine nominees," said Experience Life's founding editor in chief, Pilar Gerasimo. "Our audience has nearly tripled since we began publishing in 2001- a trend we believe is a reflection of the growing interest in healthy living. We also think it confirms our firm belief we had from the very start; namely that a lot people are ready to embrace a more practical, authentic, holistic approach to health and fitness. They are tired of fad diets and miracle workouts that don't deliver, and that's why our 'no-gimmicks, no-hype'editorial approach has connected with them so powerfully. It's an honor to be nominated for these Maggie Awards- particularly in the company of great magazines like Yoga Journal- because it feels like an affirmation that we are on the right track and that we're being recognized for the high quality, high integrity work we set out to do from the beginning."

The Maggie Awards hosts more than 600 publishing professionals to honor journalistic excellence. This is Experience Life's third year as a Maggie finalist.

Available at many Barnes and Noble, Borders and B. Dalton locations nationwide, Experience Life is also available by subscription. The magazine covers a wide variety of quality-of-life topics, including health and nutrition, fitness and athletics, personal wisdom, stress-management, sustainable lifestyle, active

adventures and more. The magazine's in-depth features appeal to fitness enthusiasts as well as those seeking a healthier and happier way of life.

For more information about *Experience Life*, including seven years of archived content, please visit www.experiencelifemag.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 April 14, 2008, Life Time Fitness operated 71 centers in 16 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Nebraska, North Carolina, Ohio, Texas, Utah and Virginia. The Company also operated one satellite facility and five preview locations in existing and new markets. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at www.lifetimefitness.com. LIFE TIME FITNESS, the LIFE TIME FITNESS logo, EXPERIENCE LIFE, and the LIFE TIME FITNESS TRIATHLON SERIES are registered trademarks of Life Time Fitness, Inc. All other trademarks or registered trademarks are the property of their respective owners.

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