https://stage.mediaroom.com/lifetimefitness/2011-09-28-toyota-u-s-open-triathlon-invites-you-to-tri-this-app? for PDF=1

# Toyota U.S. Open Triathlon Invites You To 'Tri' This App

## Mobile app for the Toyota U.S. Open Triathlon brings digital information to Android and iPhones

CHANHASSEN, Minn.--(BUSINESS WIRE)--CHANHASSEN, Minn.--(BUSINESS WIRE)--Life Time Fitness, Inc. (NYSE:LTM), the Healthy Way of Life Company, and Best Buy Mobile™, the mobile specialty retail unit of Best Buy Co. Inc., today announced the offering of a mobile app that allows friends, family and spectators to track individual triathletes during the Toyota U.S. Open Triathlon on Sunday, October 2 in Rockwall, Tex.

In addition to providing real-time participant splits and transition times powered by the RR:360 results engine™, the mobile app also will provide event information related to the best locations to watch the race, course maps, and overall race results. The Toyota U.S. Open Triathlon app can be downloaded free for Android and iPhones atwww.bestbuymobile.com/race.

"Thanks to Best Buy Mobile, spectators, friends and family can follow their favorite triathlete's progress during the race," said race director Nick Lynch. "After downloading the app, touching the 'tracking' icon and entering a bib number, they'll be able to see the location of their triathlete as he or she crosses certain checkpoints on race day."

The app will give competitors and spectators information on key locations like Saturday's Toyota U.S. Open Triathlon Sports and Fitness Expo, The Harbor swim start, transition information, and the Finish Festival at The Hilton Bella Harbor. Competitors can also review the event updates that have been sent out.

For those without smartphone access or following online from a computer, please visithttp://www.raceresults360.com/custom/usopentri/athletetracker.

All 2011 Race to the Toyota Cup participant results and current point standings are available at racetothetoyotacup.com, the official website of the Race to the Toyota Cup.

#### **About the Life Time Triathlon Series**

Since 2006, the Life Time Triathlon Series has connected some of the most prominent international-distance triathlon events in the United States. Throughout the Series, the world's top professional triathletes battle for points and a chance to win the coveted Toyota Cup. In 2011, the Series consists of seven events, including: the April 10 Nautica South Beach Triathlon (Miami); the May 30 Capital of Texas Triathlon (Austin); the Philadelphia Insurance Triathlon June 26; the July 9 Life Time Minneapolis Triathlon; the Life Time Chicago Triathlon August 28; the Kaiser Permanente Los Angeles Triathlon September 25; and the October 2Toyota U.S.

the Life Time Chicago Triathlon August 28; the Kaiser Permanente Los Angeles Triathlon September 25; and the October 2 Toyota U.S Open Championship (Dallas).

## 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. Toyota has been a leader in hybrid technology and in the past year celebrated the 10 year anniversary of the Prius. Toyota directly employs nearly 30,000 people in the U.S. and its investment in the U.S. 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.

As the Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) delivers the certified professionals, comprehensive businesses and incredible destinations that help people positively change their lives every day. The Company's healthy way of life approach enables its customers to achieve their health 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. As of September 28, 2011, the Company operated 92 centers under the LIFE TIME FITNESS<sup>®</sup> and LIFE TIME ATHLETIC<sup>SM</sup> brands primarily in suburban locations in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

#### **About Best Buy Mobile**

Best Buy Mobile was founded in 2006 with a goal of changing the way consumers shop for and purchase mobile phones in America. Today, Best Buy Mobile is in every Best Buy store and also has 240 Best Buy Mobile specialty stores around the country. Best Buy Mobile features one of the largest selections of carriers, handsets and accessories available anywhere. Employees undergo at least 80 hours of intensive training, as well as continuing education on mobile phone technology and trends to help customers get the most of their mobile phones. For more information about Best Buy Mobile, visitwww.bestbuy.com/mobile or www.bestbuymobile.com.

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"Thanks to
Best Buy
Mobile,
spectators,
friends and
family can
follow their
favorite
triathlete's
progress
during the

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