

LeadmanTri Life Time Epic 250 Expands To Bend, Oregon In 2012

Category-redefining, epic 250-kilometer event returns to Las Vegas May 19, 2012 Event to make Oregon debut in Bend on September 22, 2012 Registration now open at www.leadmantri.com

CHANHASSEN, Minn.--(BUSINESS WIRE)--Life Time Fitness (NYSE: LTM), The Healthy Way of Life Company, today unveiled the 2012 LeadmanTri Life Time EPIC 250 schedule. The category redefining, ultra-distance triathlon will make its return to Las Vegas on Saturday, May 19, 2012. New this year is the inaugural LeadmanTri Life Time EPIC 250 in Bend, Oregon, set for Saturday, September 22, 2012.

Launched in Las Vegas in 2011, the LeadmanTri 250 offers a unique, ultra-distance triathlon course that features a five-kilometer swim, 223-kilometer bike and 22-kilometer run. Both professional and age group divisions are offered, as well as a relay category.

"We are excited to expand our ultra-distance triathlon platform to the Northwest, which enjoys a vibrant and active endurance community, as well as return to our inaugural host city - Las Vegas," said Kenneth Cooper, vice president, Life Time Endurance. "As we seek to grow this new category of triathlon, we wanted to provide endurance athletes with the perfect platform for competing in multiple long-distance events with a heightened focus on the non-impact elements - namely the swim and bike portions. In essence, we have created the perfect healthy way of life distances for the ultra-endurance athlete."

LeadmanTri 250 Las Vegas features a swim in the shadow of Dead Man's Island, a bike through the Valley of Fire State Park and a picturesque trail run that navigates the Hoover Dam trail system. The course also features more than 7,000 feet of climbing and a peak elevation of 2,600 feet in historic Boulder City.

For athletes seeking shorter distances, the LeadmanTri 125 Las Vegas also will be offered, featuring a 125-kilometer course with a 2.5-kilometer swim, 111.5-kilometer bike and 11-kilometer trail run.

LeadmanTri Bend features a swim in idyllic Lake Cultus, a bike around dormant volcano, Mount Bachelor, and a breath-taking trail run through Tetherow Country Club along the Deschutes River. The course also features nearly 5,000 feet of climbing and a peak elevation of 6,200 feet ending in the Old Mill District of Bend.

Each race has a capacity of 500 participants and registration is now open at www.leadmantri.com.

Athlete inquiries may be directed to racedirector@leadmantri.com, while all media-related inquiries should be directed to kleinberger@lifetimefitness.com or 952-229-7162.

About the LeadmanTri Life Time EPIC 250

The LeadmanTri Life Time EPIC 250 is an ultra-distance triathlon series produced by Life Time - The Healthy Way of Life Company that challenges professional and age group athletes to a five-kilometer swim, 223-kilometer bike and 22-kilometer run. The inaugural LeadmanTri Life Time EPIC 250 took place in 2011, in the scenic Nevada desert of Las Vegas. The series now includes Bend, Ore. Event information is available at www.leadmantri.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 customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of November 3, 2011, the Company operated 92 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM 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.

" "We are excited to expand our ultra-distance triathlon platform to the Northwest, which enjoys a vibrant and active endurance community, as well as return to our inaugural host city - Las Vegas" "

For further information: Life Time Fitness, Inc. Karen Jayne Leinberger, 952-229-7162
kleinberger@lifetimefitness.com
