

Life Time Fitness To Open New, Category Redefining Healthy Way Of Life Destination In Sandy Springs, Georgia

Three-story, 117,000 square foot Life Time Athletic Atlanta to uniquely offer the experts, programs and services that help people set and achieve their fitness and nutrition goals Healthy Way of Life resort to feature best-in-class programs that allow people to engage in their areas of passion With a planned Spring 2012 grand opening, consumers now may visit a Preview Center for more information, including exclusive Sandy Springs Founder's Member opportunities

SANDY SPRINGS, Ga.--(BUSINESS WIRE)--Life Time Fitness, Inc. (NYSE:LTM), the Healthy Way of Life Company, today announced plans to open its newest healthy way of life destination in Sandy Springs, Ga., in Spring 2012. Marking the Company's fifth location in Georgia, Life Time Athletic Atlanta will provide members with dozens of uncompromising healthy way of life programs that allow members to engage in their areas of passion and help them achieve success with their total health objectives, athletic aspirations and fitness goals. These include training, weight loss and nutrition, running, cycling, swimming and basketball, plus yoga, Pilates, and many more.

Located at 5590 Roswell Road #250 (404-257-0900), a comprehensive preview center is available beginning January 1 to provide consumers with a sneak preview of Life Time's offerings, along with exclusive membership opportunities available only for a limited time.

"We are excited about our expansion in the Atlanta market and the opportunity to bring our unique, family-oriented healthy way of life destination to the Sandy Springs community," said Jeff Zwiefel, executive vice president and chief of operations. "Unlike the typical "club" or "gym," which is merely a room full of equipment, Life Time provides the experts, programs and services that help people get connected to their areas of interest. We uniquely help each member define a personal path to a healthy and active lifestyle, and provide them with the tools and support to achieve it."

Life Time Athletic Atlanta will provide a team of certified personal trainers, nutrition coaches, group fitness instructors and knowledgeable, service-driven staff to help members establish personalized goals and objectives, and guide them to success. Moreover, the new destination will offer access to multiple dedicated group exercise, pilates and LifePower Yoga studios, a state-of-the-art cycle theatre equipped to deliver an authentic cycle experience, more than 400 pieces of state-of-the-art cardiovascular and resistance training equipment, outdoor turf, a professional basketball experience through Ultimate Hoops, squash courts, and more.

The center also will boast large indoor and outdoor aquatics centers, complete with best-in-class swimming lessons, two-story outdoor waterslides, large, zero-depth entry recreation pools, lap pools and children's interactive play areas, two whirlpools and an outdoor bistro.

Furthermore, members can take advantage of LifeSpa and Salon, which delivers a full range of hair, nail and skin care services and therapeutic massage, and LifeCafe, which offers the best in healthy food and beverage services.

Families will appreciate the facility's large, interactive child center, featuring a computer center, junior sport court, children's activity areas and a separate infant playroom. Dedicated family locker rooms are also available.

Life Time provides complimentary towel and locker service, and an initial 14-day money-back guarantee with no long-term membership contracts.

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 December 31, 2011, the Company operated 92 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands, along with nine former Lifestyle Family Fitness centers, in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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