

LifeCafe Introduces Fresh, Clean And Healthier Menu Throughout Georgia

New menu makes eating healthy easier for Atlanta residents

ATLANTA--(BUSINESS WIRE)--As part of its mission to make eating healthy easier, Life Time – The Healthy Way of Life Company (NYSE: LTM) has transformed its LifeCafe menu to feature only fresh, clean and healthier food items. Throughout Georgia, LifeCafe destinations are offering better ingredients, free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners.

*“ "If it's here,
it's healthy" ”*

Operating under the mission “If it's here, it's healthy,” Life Time has made a commitment to its members and the public, promising clean and confident eating. The improved menu includes all-natural, hormone and antibiotic-free beef, wild-caught fish, gluten-free Udi's bread, shakes and smoothies with organic fruit, orange juice and milk and breakfast sandwiches and wraps with organic, cage-free eggs. LifeCafe has also partnered with health-conscious brands to ensure that every drink, energy bar, supplement, snack or other food product sold meets our requirements for healthy eating.

LifeCafe destinations throughout Minnesota transformed their menus in June and have already had tremendous success with the new clean menu.

“In today's world, eating healthy is challenging. Within LifeCafe we created an environment where eating right is easy, and there is always an oasis of good choices. You can literally shut your eyes and grab any item, trusting that whatever you select will be a smart choice,” said John Reilly, senior vice president of corporate business. “Being The Healthy Way of Life Company comes with a great commitment to our members, and we are committed to creating an environment full of healthy choices.”

As of July 26, 2012, all Georgia LifeCafe locations will offer the new variety of healthy options. For more information about LifeCafe and Life Time's healthy approach towards nutrition, visit www.lifetimefitness.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 July 26, 2012, the Company operated 105 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC(SM) brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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