

Life Time Cycle Sponsors MN High School Cycle League, Donates \$10,000

Sponsorship provides scholarships, training and fitness opportunities for high school aged mountain bike racing league

CHANHASSEN, Minn.--(BUSINESS WIRE)--High school mountain bike enthusiasts with the MN High School Cycle League now have a new training resource as Life Time – The Healthy Way of Life Company (NYSE: LTM) announced today that they are the newest sponsor of the MN League. To kick off the sponsorship and show its support for the league Life Time Cycle also donated \$10,000 to the organization.

The sponsorship and donation will provide scholarships to make MN High School Cycle League events accessible to everyone, regardless of their financial situation and will allow an additional 50 student athletes to participate in MN High School Cycling League races. The donation and sponsorship will also help The Minnesota High School Cycling League debut a four race schedule this fall for high school mountain bike racing.

"Getting athletes involved in cycling at a young age is truly something we believe in and are passionate about," says Patti Schmidt-Iverson, national cycle club director at Life Time. "We are honored to contribute to the Minnesota High School Cycling League and genuinely believe the program aligns with the Life Time philosophy."

"We're thrilled that Life Time Fitness has come on as a Gold level sponsor for our league," says MN League Director Gary Sjoquist. "Their multiple locations throughout the Twin Cities will offer great training and fitness opportunities for our student athletes and their parents."

For more information about Life Time Cycle go to <http://www.lifetimefitness.com>. Student athletes interested in applying for a MN High School Cycle League scholarship can visit <http://www.minnesotamtb.org> and click on "Teams".

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 Aug. 22, 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

About the Minnesota High School Cycling League

The Minnesota High School Cycling League promotes personal development and teamwork through bicycle racing, and encourages the formation of teams at public and private high schools. With the cooperation of local race promoters and our sponsors, the League organizes a first class series of races designed for high school aged riders. The League makes high school racing the easiest route for youth to get involved in the challenging and exciting world of competitive cycling. The MN League is generously supported by local sponsors Penn Cycle, Mt. Borah, HealthPartners Orthopaedic and Sports Medicine and Erik's Bike and Board Shop. Additional support is provided by founding national sponsor, Specialized Bicycle Components, as well as SRAM, Trek Bicycles, Jeep, Clif Bar and Co., SIDI, Primal Wear, GU Sports, Maxxis, QBP, Adidas, Kinetic, Fox Racing Shox, CamelBak, Dirt Rag, SIDI, Feedback Sports, Fort Lewis College and Mountain Bike Action. For more information on the MN League, visit minnesotamtb.org.

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