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Brandon Schwartz And Jen Nordic Crowned Alpha Male And Alpha Female At National Alpha Showdown Competition Sept. 8

Both defeat top regional finalists in power, strength and endurance challenge

CHANHASSEN, Minn.--(BUSINESS WIRE)--Top competitors from all over the country demonstrated their athleticism and strength in the [National Alpha Showdown](#) competition that took place Saturday at Life Time Fitness Colorado Springs but ultimately only two were crowned Alpha Male and Alpha Female. Brandon Schwartz from Chanhassen, Minn. and Jen Nordic from Excelsior, Minn. defeated more than 65 competitors including 22 regional finalists. Schwartz and Nordic completed three gauntlets— power, strength and endurance — with Schwartz finishing with a total time of 16:16 and Nordic completing the challenges in 16:45.

Alpha Showdown participants competed in a series of events that emphasize the eight fitness abilities including power, strength, coordination, agility, endurance, balance and speed. All events were timed and participants were disqualified for not meeting required time restrictions.

2012 Alpha Showdown National Results

Alpha Female Division:		Alpha Male Division:	
Name (Region)	Time	Name (Region)	Time
1. Brandon Schwartz (Minn.)	16:16	1. Jen Nordic (Minn.)	16:45
2. Mitchell Black (Ga.)	16:57	2. Alison Koopson (Ill.)	16:49
3. Christian McCormick (Colo.)	17:04	3. Ashley McBride (Ariz.)	19:15
4. Laith Yaldo (Mich.)	18:23	4. Heidi Greenwood (Ohio)	20:07
5. Bill Richardson (Texas)	18:29	5. Georgia Kromomelak (Colo.)	20:23
6. Aaron Gerdeman (Ohio)	20:34	6. Marina Fleming (Colo.)	20:29
7. Kevin Reeves (Md./Va.)	21:35	7. Kristin Helfrich (Ga.)	22:10
8. Mikey Pauly (Colo.)	21:52	8. Shannon Joyce (Va.)	22:40
9. Jared Klein (Ariz.)	23:08	9. Lyndsey Barbour (Colo.)	22:23
10. Lawrence Evans (Colo.)	23:49	10. Amy Cunningham (Colo.)	25:28

As Alpha Male and Alpha Female, Schwartz and Nordic will represent the Ultimate Alpha in Alpha Showdown marketing and promotional materials for 2013. They will also receive more than \$1,000 in prize money and promotional items.

Launched in 2010, Alpha Showdown takes place in 87 Life Time destinations nationwide leading up to regional competitions and culminating with the national competition. Recently, Life Time has launched a training program to help participants prepare for Alpha Showdown and beyond. Alpha Training improves fitness abilities in core areas that make up a complete athlete. Those who participate will improve their body composition, strength, power, speed, agility, coordination and cardiovascular endurance in a fun, competitive and intense workout. For more information about Alpha Showdown or Alpha Training please visit <http://www.wearealpha.com> or <http://www.facebook.com/wearealpha>.

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 Sept. 8, 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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