

# Stage Set For October 7, The Toyota U.S. Open Triathlon In Dallas

Final event in the 2012 Race to the Toyota Cup Series brings 49 professional athletes from seven countries to Rockwall, Texas

(BUSINESS WIRE)—Life Time Fitness (NYSE:LTM):

**WHAT:** The [Race to the Toyota Cup](#) completes its tour of the nation with the [U.S. Toyota Open \(Dallas\)](#), the seventh and final event in the 2012 Life Time Triathlon Series on October 7 in Rockwall, Texas. Alongside these professional athletes, thousands of local Texans will swim, bike and run their way to the finish line in either a sprint or international distance. (Sprint distance: 800-meter swim, 20-kilometer bike and 5-kilometer run. International distance: 1.5-kilometer swim, 40-kilometer bike and 10-kilometer run). This event is the final event in the [2012 Race to the Toyota Cup Series](#) where professional athletes compete across the nation for the coveted Toyota Cup, a [cash purse](#) including \$574,000 in individual race awards and a 2012 Toyota vehicle.

**WHEN:** Sunday, October 7, 2012

**WHO:** Alongside amateur and elite triathletes, the following professionals are scheduled to compete in Dallas:

Women	Men
-- D'Ann Arthur (USA)	-- Sebastian Blanco (USA)
-- Lauren Brandon (USA)	-- Barrett Brandon (USA)
-- Joanna Fiddler (USA)	-- Ben Collins (USA)
-- Abby Geurink (USA)	-- Bevan Docherty (NZL)
-- Sarah Gray (USA)	-- Tom Eickelberg (USA)
-- Lauren Goss (USA)	-- Chris Foster (USA)
-- Katie Hewison (GBR)	-- Jan Frodeno (DEU)
-- Alicia Kaye (USA)	-- Cameron Good (AUS)
-- Leanna Lee (CAN)	-- Ivan Kalashnikov (RUS)
-- Jenna Parker (USA)	-- Dylan McNeice (CAN)
-- Jillian Peterson (USA)	-- Brady O'Bryan (USA)
-- Maxine Seear (AUS)	-- Andy Potts (USA)
-- Lesley Smith (USA)	-- Michael Poole (USA)
-- Natasha van der merwe (USA)	-- Jordan Rapp (USA)
	-- Gregory Reznich (USA)
	-- Matty Reed (USA)
	-- Gregory Reznich (USA)
	-- James Seear (USA)
	-- Jake Shoemaker (USA)
	-- Kaleb VanOrt (USA)
	-- Nathan White (USA)

**WHERE:** Swim start—In the Lake Ray Hubbard, through a circular course finishing at the Harbor in Rockwall

Bike—A beautiful course touring the city of Rockwall

Run—An out and back course through the quaint residential streets of suburban Rockwall

**WHY:** This event, considered to be the pioneer in U.S. Open triathlon history, will have pros battling for the larger \$60,000 purse, with the winner in both the female and male divisions taking home an additional \$15,000 each. The winners of this race will also earn 20 points, double the standard of all other events in the Series.

The total 2012 Race to the Toyota Cup professional division [cash purse](#) includes \$574,000 in individual race awards. In addition, a 2012 Toyota vehicle and the coveted Toyota Cup will be awarded to the top female and male champions as determined at the Toyota U.S. Open Championship Triathlon in Rockwall.

For a recap of the 2012 Race to the Toyota Cup, participant results and point standings are available at [racetothetoyotacup.com](#), the official website of the Race to the Toyota Cup.

## About the Race to the Toyota Cup

Since 2006, the Race to the Toyota Cup has connected some of the most prominent international-distance triathlon events in the United States. Throughout the series, the world's top professional triathletes battle for points and a chance to win the coveted Toyota Cup. In 2012, the Race to the Toyota Cup consists of seven events, including: the April 1 [Nautica South Beach Triathlon](#)(Miami); the May 28 [Capital of Texas Triathlon](#) (Austin); the [Philadelphia Insurance Triathlon](#) June 24; the July 14 [Life Time Tri Minneapolis](#); the [Life Time Tri Chicago](#) August 26; the [Herbalife Triathlon Los Angeles](#) September 30; and the October 7 [Toyota U.S. Open Triathlon](#) (Dallas). For more information on the Race to the Toyota Cup visit [www.racetothetoyotacup.com](#).

## About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit [www.toyota.com](http://www.toyota.com) or <http://www.toyotaneewsroom.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 October 1, 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](http://lifetimefitness.com).

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