

<https://stage.mediaroom.com/lifetimefitness/2012-11-13-life-time-mixes-camaraderie-and-competition-with-the-launch-of-esprit-de-she-athletic-event-series-for-women?forPDF=1>

Life Time Mixes Camaraderie And Competition With The Launch Of Esprit De She Athletic Event Series For Women

The nation's premiere series for women offers 5k/10k runs and triathlons for every pace and passion; Registration now open at www.espritdeshe.com

CHANHASSEN, Minn.--(BUSINESS WIRE)--In the same innovative spirit with which Life Time Fitness (NYSE: LTM), connected several of the most prominent international-distance triathlon events via the Race to the Toyota Cup, the Company has launched a new, premiere athletic event series for women—Esprit de She, the spirit of her race series. Mixing camaraderie with competition, Esprit de She offers fitness-inspired 'happy hour' 5k/10k runs and triathlons for every pace and passion. Event information, including registration, is available at www.espritdeshe.com.

In its debut season the 18-event series will travel to a variety of popular swim, bike and run host cities, including the eight featured events below. Additional Esprit de She destinations will be announced in the near future.

- Esprit de She 5k/10k Houston Run – May 2
- Esprit de She Tempe Triathlon – May 5
- Esprit de She 5k/10k Denver Run – June 6
- Esprit de She Chicago Triathlon – June 9
- Esprit de She 5k/10k Chicago Run – July 18
- Esprit de She 5k/10k Minneapolis Run – September 19
- Esprit de She 5k/10k Scottsdale Run – October 10
- Esprit de She San Diego Triathlon – October 20

"Esprit de She is a lifestyle that lives beyond the finish line," said Esprit de She brand director, Lindsey Kurhajetz. "Aside from the fashionable freebies and designer event experiences, Esprit de She brings women's favorites together in one place. Fueled with inspiration and motivation, celebration of the accomplishment and a welcoming social space - the healthy way of life never looked so good!"

Each Esprit de She event will feature a post-race market of festive proportions where participants and spectators can salute success with a drink at the bubbly bar and enjoy tasty tapas and energetic tunes while browsing the bustling, community market showcasing fresh produce, local artisans, creative projects and more.

To RSVP for any of the Esprit de She events, visit www.espritdeshe.com, the official website of the spirit of her series. Esprit de She also can be found on Twitter by following @EspritdeShe and by liking the [Esprit de She Facebook page](#).

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 November 13, 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.

For further information: Life Time Fitness, Inc. Karen Jayne Greenwood, 952-229-7162
kleinberger@lifetimefitness.com

*“ "Esprit de
She is a
lifestyle that
lives beyond
the finish line"
”*