

<https://stage.mediaroom.com/lifetimefitness/2013-02-05-athleta-joins-life-time-fitness-as-title-sponsor-of-esprit-de-she-the-spirit-of-her-race-series?forPDF=1>

Athleta Joins Life Time Fitness As Title Sponsor Of Esprit De She - The Spirit Of Her Race Series

Partnership inspires, motivates and celebrates women's athletic accomplishments while ensuring the ultimate in performance and style at 18 Athleta Esprit de She events nationwide

CHANHASSEN, Minn.--(BUSINESS WIRE)--Life Time – The Healthy Way of Life Company (NYSE:LTM) announced today that Athleta, the premium fitness and lifestyle apparel brand for women, will be the title sponsor of its premiere athletic event series for women, Esprit de She – The Spirit of Her Race Series.

Designed exclusively for women, the Athleta Esprit de She Race Series features 18 events like fitness-inspired 'happy hour' 5k and 10k runs, cycle tours, duathlons and triathlons for every pace and passion. The series kicks off on May 5 in Tempe, AZ with a triathlon; subsequent races in key markets like San Francisco, Minneapolis, Chicago, Denver and Houston to follow.

"We are thrilled to partner with Life Time as the title sponsor of the Athleta Esprit de She Race Series in its debut season and offer women the opportunity to combine fun, personal accomplishment and camaraderie in an area of her life she truly values - fitness," said Tess Roering, VP of Marketing and Creative for Athleta. "This event series beautifully aligns with our *Power to the She* campaign and overall mission of inspiring and celebrating all women athletes - from beginners to competitive racers - to try something new and be their best selves."

Athleta Esprit de She offers a meaningful and relevant fitness experience by mixing camaraderie with competition. Aside from the fashionable freebies and designer event experiences, Athleta Esprit de She events will offer pre-race training programs and post-race community markets where participants can salute success with a drink at the bubbly bar and enjoy the open air spa among other exciting experiences.

"We are delighted and honored that Athleta has chosen to partner with Esprit de She," said Esprit de She Brand Director, Lindsey Kurhajetz. "Esprit de She was born out of the desire to give active women athletic experiences that integrate education and bring women's favorites together in one place. We continue to be inspired by the growing number of women participating in races today - female runners have nearly tripled since 1990!"

To RSVP for any of the Athleta Esprit de She events, visit www.espritdeshe.com, the official website of The Spirit of Her Race Series. Athleta Esprit de She 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 February 5, 2013, 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 Athleta

Founded in 1998, Athleta is a premium fitness and lifestyle apparel brand for women, outfitting female athletes in the ultimate performance apparel for every athletic pursuit, from running to swimming to skiing to biking and everything in between. Designed by female athletes for female athletes, Athleta's products blend high performance with feminine style. Athleta sells its apparel, along with footwear and accessories, through retail locations across the country, catalogs and its website, www.athleta.com. Headquartered in Petaluma, CA, Athleta was acquired by Gap Inc. (NYSE: GPS) in September 2008 and is part of the Growth, Innovation & Digital division.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130205005563/en/>

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