https://stage.mediaroom.com/lifetimefitness/2013-05-23-17990-people-lose-the-equivalent-of-nearly-45-million-chocolate-chips-in-life-time-fitness-90-day-challenge? for PDF=1

17,990 People Lose The Equivalent of Nearly 45 Million Chocolate Chips In Life Time Fitness 90-Day Challenge

By committing to a healthier way of life, participants lose 49,672 pounds in bi-annual event

CHANHASSEN, Minn.--(BUSINESS WIRE)--Losing never tasted so sweet for the 17,990 people across the country who participated in the Life Time – The Healthy Way of Life Company (NYSE:LTM) 90-Day Challenge. In total, participants lost 49,672 pounds – or the equivalent of 45 million chocolate chips – during the Feb. 9 through May 11 challenge. Four national winners are celebrating double success with their individual \$10,000 cash prize, a trip to Hawaii or California and one-year complimentary membership to their local Life Time.

Now in its third year, the Life Time 90-Day Challenge takes place in the spring and fall and encourages members to live a healthier way of life. During February's Weigh-In Weekend, participants chose to enter the Weight Loss or Transformation category—a new addition to this year's challenge. Both included the support of exercise and nutrition coaching for those interested, along with a variety of "Try It Tuesday" events.

To win the Weight Loss Challenge, participants had to lose the largest percentage of body weight. Life Time officials selected the top contenders in the Transformation Challenge who were judged on total transformation in body composition, including body fat percentage, as well as photos and essays. From those finalists, a public online vote decided the male and female winners.

"The 90 Day Challenge is a source of inspiration for our members to start a comprehensive, time bound, personal challenge designed to transform their outlook and behavior about living a healthy way of life," said Anika DeCoster, program manager for Life Time Weight Loss. "Helping individuals achieve their total health objectives and fitness goals is our mission each and every day and we could not be more proud of our members success."

Among those who committed to the challenge, the national winners of the Life Time 90-Day Challenge include:

- Frank Pace, Bloomington, Minn., Weight Loss Challenge National Male Winner
 After years of battling injuries, Frank felt stuck with a body that seemed to ache with any sort of exercise
 and didn't believe there was hope for his situation. Focusing on daily workouts and recovery at Life Time,
 Frank lost 105.7 pounds, improved his myHealthScore® and the pains from his old injuries became almost
 non-existent. Frank's new promise is to train and compete for sprint triathlons.
- Bailey Polcher, Scottsdale, Ariz., Weight Loss Challenge National Female Winner
 Bailey was content with her weight and comfortable with herself until her parent's divorce and the loss of
 her little brother inspired the desire to change. Juggling three jobs, Bailey committed to cutting out
 processed foods, doing cardio every day and strength training two to three times a week. Ninety days later,
 Bailey weighed in at 113.5 pounds almost 50 pounds lighter!
- Amanda Dumouchelle, Novi, Mich., Transformation Challenge National Female Winner
 Amanda struggled with her weight since the age of 21 years. Reaching her highest weigh of 210 pounds
 left her feeling self-conscious and depressed. After a brief stint living in Japan, Amanda lost 80 pounds but
 quickly found herself gaining one to two pounds a week when she returned home and knew she needed to
 gain control. In addition to her 53.04% change in body fat, Amanda is now stronger and healthier than
 ever. She completely quit eating fast food, drinking pop and went from barely balancing and lifting weight
 to being able to kneel on a stability ball while doing shoulder raises with 35 pounds. In April, Amanda
 placed first in the Life Time Fitness Novi Indoor Tri Women's open division and is now training to complete a
 500+ mile bike ride in California, an Olympic Triathlon in July and a Marathon in November.

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Matt Lohman, Eagan, Minn., Transformation Challenge National Male Winner

Self-described as big and bulky, Matt could eat an entire pizza on his own and still find himself looking for a snack five minutes later. Topping out at 215 pounds upon his graduation, Matt began lifting weights with his twin brother, a personal trainer, but knew his lifestyle, including his eating habits, had to change. By focusing on a diet consisting of foods high in protein and cutting out all sugars, wheat, dairy and alcoholic beverages as well as a strict training program that incorporated weight-lifting five times a week and cardio three to five times a week, Matt saw results within three weeks and a 61.67% change in body fat over 90-days.

- During the Challenge, participants had the opportunity to connect and engage in a variety of ways to ensure success:
- Weekly weigh-ins and "Try It Tuesday" events that included a variety of exercise and nutrition experiences like 5K runs, Yoga and Spin classes, grocery store tours and more.
- Consultation with a Life Time Personal Trainer or Nutrition Coach to help outline personalized plans
- · Two nutrition seminars, an informational grocery store tour, and a comprehensive nutrition e-Book
- Web-enabled support tools via myLT.com.
- Access to an online leaderboard

This year's 90-Day Challenge featured the biggest prizes ever for National Weight Loss and Transformation Winners. Weight Loss winners, Frank and Bailey will receive \$10,000 in cash, a trip to Hawaii and a free one-year membership while Amanda and Matt, Transformation winners, will receive \$10,000 in cash, a trip to California and a free one-year membership.

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For more information on the 90-Day Challenge, including inspiring personal stories of challenges and success, visit http://lifetime-weightloss.com/90day.

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 May 23, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20130523006087/en/

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