

# **Bloomfield Township, Michigan, To Be Home Of Exclusive Life Time Athletic Destination In Summer 2014**

## **Unique Facility to Deliver Finest in Luxurious Offerings, Amenities and Services; Limited Memberships Available Beginning February 1**

CHANHASSEN, Minn.--(BUSINESS WIRE)--Officials from Life Time – The Healthy Way of Life Company<sup>sm</sup> (NYSE:LTM) today announced the Summer 2014 completion of Michigan's first Life Time Athletic destination based in Bloomfield Township. A Preview Center, located at 4036 Telegraph Road in Bloomfield Township, will open to the public seven days a week beginning February 1 and offer a comprehensive sneak preview of the new resort-like destination and its amenities. Exclusive membership opportunities also will be available for a limited time.

In keeping with the high-touch personalized services and rich arrangements that are found at Life Time Athletic clubs, the new 73,000-square-foot facility is designed to meet the needs of the most discerning customer. Life Time Athletic Bloomfield Township will offer best-in-class instructors and programs in beautifully appointed group fitness, cycle, Pilates and yoga studios, and an indoor lap pool, while also offering the finest, most up-to-date cardiovascular and resistance machines available anywhere. Certified personal trainers and nutrition coaches will serve members with personalized assessments, and fitness and nutrition programs designed to help them achieve and maintain healthy and active lifestyles. Furthermore, luxurious dressing rooms featuring an array of complimentary J.R. Watkins all-natural bath and body products will provide the utmost in comfort and convenience.

Life Time Kids Academy, a new and unique membership program designed especially for kids from three months to 11 years, will provide a full spectrum of enriching and engaging activities focused on Mind and Body, Arts and Culture, Fitness and Agility, and Life Skills.

In addition, Life Time Athletic Bloomfield Township will offer LifeSpa: a full-service, lavish day spa offering the latest in massage and relaxation therapy, and a comprehensive range of body, hair, nail and skin care services.

Life Time Athletic also has healthy nutrition covered. An on-site, full-service, chef-driven LifeCafe will feature an all-natural menu with an abundance of organic, preservative- and cage-free offerings.

As a Diamond-level destination, members of Life Time Athletic Bloomfield Township have access to all Life Time Athletic and Life Time Fitness destinations across the country, including the six existing Life Time Fitness locations in Michigan, along with exclusive social events, travel opportunities and more.

For more information on Life Time Athletic Bloomfield Township, call 248.282.4300, visit [lifetimefitness.com/bloomfieldtownship](http://lifetimefitness.com/bloomfieldtownship) or [facebook.com/LifeTimeAthleticBloomfieldTownship](https://www.facebook.com/LifeTimeAthleticBloomfieldTownship).

### **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 members to achieve this by providing the best programs, people and places of uncompromising quality and value. As of January 30, 2014, the Company operated 108 centers under the LIFE TIME FITNESS<sup>®</sup> and LIFE TIME ATHLETIC<sup>®</sup> 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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