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## Life Time Members Commit to 'Less Quit, More Fit' During Spring 90 Day Challenge

## Life Time Training 90-Day Challenge Weigh-In begins Feb. 9 with Added Transformation Category and Increased Prizes Including \$10,000 Cash for National Winners

CHANHASSEN, Minn.--(BUSINESS WIRE)--Two in three individuals are considered overweight or obese, generating \$190.2 billion in health expenses each year and quickly becoming the number one killer of Americans. Fresh off of Commitment Day, a fitness revolution urging all Americans to commit to a healthy and active way of life, Life Time is encouraging people to take their weight loss more earnestly than before. For many individuals, program participation and success achievement increases when they participate in group challenges versus working individually toward the same goal. For those who thrive in such an environment, Life Time--The Healthy Way of Life Company (NYSE:LTM), today announced the launch of the Life Time Training 90-Day Challenge.

The initiative, which begins with Weigh-In Weekend Feb. 9-11, will challenge participants to enter either a 90-Day Weight Loss Challenge or, this year's new category, a 90-Day Transformation challenge. Those who have a significant amount of weight to lose will likely join the Weight Loss category and be challenged to lose the largest percent of body weight supported by three months of exercise and nutrition coaching. Participants that join the Transformation challenge will be judged on total transformation in body composition as well as photos and essays. The Transformation Challenge is the best program for people who have less total body weight to lose, are looking to get ripped, gain a six-pack or lean mass, or simply get swimsuit-ready.

During the 90-Day Challenge, all participants will receive:

- Weekly weigh-ins and free weight loss events including Try-It Tuesdays where participants try a new workout, learn a new strategy or find the inspiration to reach their goals
- Consultation with a Personal Trainer or Nutrition Coach to help outline their plan
- 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

The 2013 Spring 90-Day Challenge also features increased prizes for National Weight Loss and Transformation Winners. Two national Weight Loss winners will receive \$10,000 in cash, a trip to Hawaii and a free one-year membership while two national Transformation winners will receive \$10,000 in cash, a trip to California and a free one-year membership. All 90-Day Club Winners will receive \$200 worth of Life Time merchandise, programs and services.

Tens of thousands of members are expected to participate in the program, which starts Feb. 9, and runs through May 11, 2013. Life Time members can learn more about the 90-Day Challenge, or register, any time at http://www.lifetime-weightloss.com/90day.

The finish line was only the beginning for the tens of thousands of men, women and kids who participated in Life Time's first-everCommitment Day on Jan. 1, 2013 and made a commitment to the healthy way of life. Throughout 2013, Life Time is hosting monthly Commitment Weekends to help people succeed in those commitments. February's Commitment Weekend takes place Feb. 9-10 and encourages individuals to commit to 90 days of weight loss, beginning with 90-Day Challenge Weigh-In Weekend. In 2012, more than 58,000 people participated in the 90-Day Challenge with a total weight loss in excess of 145,000 pounds.

## **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 January 29, 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.

1. Ogden, C.L., Carroll, M.D., Kit, B.K., and Flegal, K.M. (2012). Prevalence of obesity and trends in body mass index among U.S. children and adolescents, 1999-2010. Journal of the American Medical Association, 307(5), 483-490.

For further information: Life Time Fitness, Inc. Lauren Flinn, 952-229-7776 Iflinn@lifetimefitness.com