



Official Charity



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Pacific Sports LLC is proud to announce that Life Time Fitness (NYSE: LTM) has signed on as the new Presenting Sponsor of the Cleveland Triathlon. Life Time Fitness, a national operator of distinctive and large, multi-use sports and athletic, professional fitness, family recreation and spa destinations, is also the title sponsor of the internationally renowned Life Time Fitness Triathlon Series - Race to the Toyota Cup. Additionally, Life Time Fitness made its debut in the Cleveland market with its newest location (Beachwood) on January 9 (<http://lifetimefitness.mylt.com/community/club-locations/oh-cleveland/beachwood>).

The Cleveland Triathlon will celebrate its 24th anniversary race on August 8, 2010. The event is one of the most decorated in triathlon history, having hosted the Triathlon World Championship in 1996 as well as seven U.S. Championships. Additionally, the downtown Cleveland-based swim, bike, and run event, which offers Olympic, sprint and super sprint distances, helps raise money for United Cerebral Palsy of Greater Cleveland. In 2009, more than \$140,000 was raised.

“Since the inception of the Life Time Fitness Triathlon in 2002 and ground-breaking Life Time Fitness Triathlon Series in 2006, our Company has demonstrated its dedication to expanding the sport of triathlon,” said Dave Campbell, vice president, Life Time Fitness Athletic Events. “In its 24-year history, the Cleveland Triathlon has distinguished itself as a premier event that gives back to the community and we are thrilled to be the 2010 presenting sponsor.”

“I am excited to extend our existing relationship with Life Time Fitness,” said Jack Caress, Pacific Sports President. “Building upon the tremendous brand Life Time has established for their unparalleled, family-oriented health and fitness destinations, they have been at the forefront in investing in the sport of triathlon. We are excited to have them serve as presenting sponsor of our Cleveland event.”

About Pacific Sports LLC

Pacific Sports LLC is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced over 300 sport events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to the creation, development, and management of participant and endurance sports including those of running, swimming, and cycling. Pacific Sports is a co-founder of the Life Time Fitness Triathlon Series, comprising the major Olympic-distance triathlon events in the United States. The firm produces events around the world including the Kaiser Permanente Los Angeles Triathlon presented by Herbalife, Dow | Live Earth Run for Water, The Breakaway Ride presented by Specialized, Catalina Marathon, Rose Bowl Half Marathon, and Cleveland Triathlon. Pacific Sports is a Delaware based Limited Liability Company with offices in Anaheim, California.

About Life Time Fitness

Life Time Fitness, Inc. (NYSE:LTM) operates distinctive and large, multi-use sports and athletic, professional fitness, family recreation and resort and spa centers. The Company also provides consumers with personal training services, full-service spas and cafes, corporate wellness programs, health and nutrition education, the healthy lifestyle magazine, Experience Life, athletic events and nutritional products. As of January 13, 2010, Life Time Fitness operated 85 centers in 19 states, including Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Tennessee, Texas, Utah and Virginia. Life Time Fitness is headquartered in Chanhassen, Minnesota, and can be located on the Web at lifetimefitness.com. LIFE TIME FITNESS, LIFE TIME ATHLETIC, EXPERIENCE LIFE, and the LIFE TIME FITNESS TRIATHLON SERIES are trademarks of Life Time Fitness, Inc. All other trademarks or registered trademarks are the property of their respective owners.

