



# PRESS RELEASE

Timberwolves PR | 600 First Avenue North | Minneapolis, MN 55403

**FOR IMMEDIATE RELEASE**

Tuesday, Sept. 21, 2010

## **Life Time Fitness New Naming Rights Partner for Timberwolves & Lynx Practice Facility**

*Facility Re-Named the Life Time Fitness Training Center*

*Deal Includes Life Time Fitness Name & Logo on Wolves' Practice Jerseys*

**Minneapolis/St. Paul** – The Minnesota Timberwolves today announced that Life Time Fitness has secured the first-ever naming rights partnership of the Timberwolves practice facility in team history. The Timberwolves and Lynx soon-to-be-expanded practice facility, located within Life Time Fitness Target Center, has been re-named the Life Time Fitness Training Center.

The training center naming rights deal is part of a larger new multi-year corporate partnership agreement between the Timberwolves and Life Time Fitness. Terms of the deal were not disclosed. Life Time Fitness will also serve as the naming rights sponsor of the Wolves' practice jerseys, another team first, with the Life Time Fitness logo on the front of the jersey. Along with the branded name on the entrance to the training center, the Life Time Fitness logo/name will be present throughout the inside of the facility, including basketball court, media backdrops, basket stanchions, chair backs, walls and weight room.

"The Minnesota Timberwolves and Lynx have had a tremendous partnership with Life Time Fitness for several years, and we are thrilled to have them become our first-ever training center naming rights sponsor," said Timberwolves President Chris Wright. "This partnership is an indication of the excitement around our franchise and the value of the Timberwolves brand in this community. The Life Time Fitness name and brand are a perfect complement to what our players do everyday in the facility - train, work hard, and achieve peak performance - all with the goal of improving themselves individually and our team as a whole."

"As a Healthy Way of Life Company, Life Time Fitness is far more than a health club or gym," said Bahram Akradi, Chairman, President and CEO. "We offer a wide range of best-in-class experts, programs and services that allow our members to set and achieve their goals. Basketball is among the many interest areas we address to meet members' interests and passions. Here, we deliver the best basketball courts and programs, and our Ultimate Hoops (uhlfe.com) leagues bring an unparalleled on-court and online experience to members. Within our focus on basketball, we saw a logical opportunity to extend our existing relationship with the Minnesota Timberwolves and Lynx with a broader set of sponsorship elements, including naming rights for the teams' practice center and Wolves' practice jerseys."

**– MORE –**

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The Timberwolves will host the team's annual Media Day in the Life Time Fitness Training Center on Friday, Sept. 24 from noon - 2 p.m. Media Day serves as an opportunity to interview and photograph Wolves players, coaches and management. Media with any special needs or requests for Media Day should contact the Wolves public relations department immediately.

**About the Minnesota Timberwolves**

The Minnesota Timberwolves, a member of the National Basketball Association, have offered sports fans in the Upper Midwest the entertainment of NBA basketball since the team's inception in 1989. Now in their 22nd season, the Timberwolves' home schedule features 41 games at Target Center. Owned by Mankato, Minn., native Glen Taylor, the Timberwolves set an NBA attendance record during their inaugural season and have reached the playoffs eight times, including a run to the Western Conference Finals in 2004. The Timberwolves open their 2010-11 season on Wednesday, Oct. 27 at Target Center vs. the Sacramento Kings at 7 p.m. For Timberwolves ticket information, log on to [timberwolves.com](http://timberwolves.com).

**About Life Time Fitness, Inc.**

Life Time Fitness, Inc. (NYSE: LTM) is a Healthy Way of Life Company based in Chanhassen, Minnesota. The Company is dedicated to providing programs and services that help its members connect and engage with their areas of interest, and achieve success with their health and fitness goals. Life Time Fitness designs and operates distinctive, multi-use sports, professional fitness, family recreation and spa/resort centers that help members lead healthy and active lives. As of September 20, 2010, the Company operated 90 centers in 19 states and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at [www.lifetimefitness.com](http://www.lifetimefitness.com).

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