

From: Nature's Pride®

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For Immediate Release

NATURE'S PRIDE® KICKS OFF NEW YEAR WITH PARTNERSHIP WITH LIFE TIME FITNESS

Relationship Designed to Connect More Healthy Lifestylers with Award-Winning Brand of 100% Natural Breads

Irving, TX – January 25, 2011 – [Nature's Pride®](#) bread, the only brand of 100% natural breads available across the country, is kicking off 2011 with a new, four-month partnership with Life Time Fitness Inc., a national chain of fitness centers.

As many consumers make health and fitness part of their New Year's resolutions, the relationship with Life Time Fitness is designed to introduce the award-winning Nature's Pride brand of bread – named the best sliced bread by *Fitness Magazine* – to more people seeking to live healthy lifestyles. Beginning January 15, members of participating clubs will be able to sample 100% natural and delicious Nature's Pride breads, receive product coupons and enjoy yoga classes sponsored by the brand. In addition, Nature's Pride will feature tips from a Life Time Fitness trainer on its [Facebook page](#) where it will also launch a sweepstakes to award five lucky 'friends' with 1-year Life Time Fitness health club memberships.

"We are proud to partner with Life Time Fitness, a company that shares our commitment to excellence, quality and promoting healthy lifestyles," said Laura Pitlik, Director of Marketing for Nature's Pride. "Clearly, an important part of staying healthy is giving our bodies the most nourishing fuel possible, and Nature's Pride has placed a premium on using the best ingredients nature has to offer to bake breads that are as natural as they are delicious."

About Life Time Fitness, Inc.

Life Time Fitness, Inc. (NYSE: LTM) is The Healthy Way of Life Company based in Chanhassen, Minnesota. The Company is dedicated to providing certified experts along with best-in-class, healthy lifestyle businesses, 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 December 2, 2010, the Company operated 89 centers in 19 states

and 24 markets. Additional information about Life Time Fitness centers, programs and services is available at lifetimefitness.com.

About Nature's Pride

Nature's Pride is committed to baking the best-tasting all natural breads using the purest, most delicious ingredients nature has to offer. Since its introduction, the brand has drawn rave reviews from consumers and earned high praise from numerous publications including *Fitness Magazine* and *Every Day* with Rachael Ray. The Nature's Pride portfolio of 100% natural breads includes 24 oz. hearty breads, 20 oz. traditional soft breads, Premium Harvest® buns and rolls as well as OvenClassics, which offer a great solution for the whole family with their hearty slice, nutritional benefits and smooth texture. To view the entire Nature's Pride product line visit <http://www.naturespridebread.com/#/products>.

For more information about Nature's Pride, its varieties and recipes using Nature's Pride visit www.naturespridebread.com. Connect with Nature's Pride on Facebook at <http://www.facebook.com/naturespridebreads> and learn more about winning a Lifetime Fitness Membership. Follow Nature's Pride on Twitter at http://twitter.com/Natures_Pride.

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