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lucy and Life Time Fitness Join Forces to Help Women Achieve Fitness Goals and Active Lifestyles

PORTLAND, ORE. – February 12, 2007 – As many women can attest, reaching fitness goals set in the beginning of the year can prove a difficult task, but staying motivated to lead an active lifestyle all year is now much more attainable. lucy, a women’s activewear company that specializes in flattering and functional clothing, has recently partnered with Life Time Fitness, a national operator of distinctive and large health and fitness centers, to help inspire and encourage their customers to live active lifestyles throughout the year.

lucy and Life Time Fitness are joining forces to offer customers several ways to jump start a fitness routine and focus on heart health during the month of February. To start the year off right, lucy and Life Time Fitness are encouraging women to enter the Get Fit With lucy Sweepstakes for the chance to win either a \$1,000 lucy gift card or a one-year membership to any Life Time Fitness center - two prizes that are sure to give women the motivation they need to attain their fitness goals this year.

February is not only the month of love, but the month to celebrate Heart Health Awareness and lucy and Life Time Fitness are turning February 24 and 25 into a weekend dedicated to heart health. lucy representatives will be on hand at 16 Life Time Fitness locations in the D.C., Dallas, Houston, and Arizona areas to offer support and help women enter the sweepstakes drawing for these two days. Women are also able to enter the sweepstakes at all 42 lucy store and online at www.lucy.com/getfit. Entries are only accepted through February 28, so women are encouraged to enter now.

“We are excited to provide our customers with several ways to stay motivated to achieve their fitness goals and maintain an active lifestyle all year long,” explains CEO, Mike Edwards, “Our designers understand that life gets busy, so we want to help make it easier for women to carve out time for healthy activities throughout the day with clothing that can easily transition from work to the gym in style.”

In the spirit of helping women achieve goals year-round, lucy has also partnered with Streaming Colors Fitness Journal to reward its customers with discounts for working out throughout the year. lucy’s customers can earn lucy merchandise discounts of 10% after six months and 20% after twelve months of logging their exercise sessions in their journal, and presenting their journal at any lucy store.

About lucy

lucy is a Portland, OR-based lifestyle apparel company for women who value fit, style and performance. lucy isn’t a specific person – she lives in all of us as we attempt to live a healthy, balanced life. Life is not only about being at the gym or yoga studio; it’s about the everyday routine of multi-tasking errands, activities with family and friends, and taking care of yourself from the inside out. An expert in active ways of life, lucy listens carefully to the needs of women and creates apparel with on-the-go performance and versatility, as well as a healthy dose of style and color. With its own lucy label and exclusive designs from other designers and brands, lucy stands apart and inspires confidence in those who wear the products and visit the stores.

lucy is a privately-held company with investors including Chico’s FAS, Inc. (NYSE: CHS) and venture capital firms Lone Pine Capital, Maveron LLC, Oak Investment Partners and Sutter Hill Ventures.

The company operates 42 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

About Life Time Fitness

Life Time Fitness, Inc. (NYSE:LTM) operates distinctive and large sports and athletic, professional fitness, family recreation and resort/spa centers. As of January 25, 2007, the Company operates 60 centers in 13 states, including Arizona, Florida, Georgia, Illinois, Indiana, Kansas, Maryland, Michigan, Minnesota, Ohio, Texas, Utah and Virginia. The Company also operates two satellite facilities and five preview locations in existing and new markets. Additionally, Life Time Fitness provides consumers with personal training consultation, full-service spas and cafes, corporate wellness programs, health and nutrition education, the healthy lifestyle magazine - Experience Life, athletic events, and nutritional products and supplements. Life Time Fitness is headquartered in Eden Prairie, Minnesota (www.lifetimefitness.com). LIFE TIME FITNESS, the LIFE TIME FITNESS logo, and EXPERIENCE LIFE are registered trademarks of Life Time Fitness, Inc. All other trademarks or registered trademarks are the property of their respective owners.

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