

## HEALTH LIFESTYLE

# New Troy Sports and Fitness Megacenter Offers Something for Everyone

By KIM KENNEY

Conventional wisdom says you can't be all things to all people, but one Midwest-based company makes it look easy.

Life Time Fitness is one of the fastest growing health and fitness companies in the country and, perhaps, the most forward-thinking company in the industry.

"Our mission," says founder and president, Bahram Akradi, "is to provide an educational, entertaining, friendly and inviting, functional and innovative environment of uncompromising quality that meets the health and fitness needs of the entire family."

The company's new 90,000 sq. ft. complex will be unrivaled in the Detroit area—and serves as an example of how diligently they carry out their mission.

## Superior amenities and services

The Life Time Fitness approach to health, sports and fitness facilities resembles that of a high-end department store. Everything you could need or want under one roof. A wide array of amenities includes state-of-the-art cardiovascular and resistance training machines, the company's trademarked large-screen entertainment system, two indoor swimming pools, exciting waterslides, multiple indoor rock climbing walls, basketball/volleyball courts, racquetball/squash courts, aerobics and cycling studios, extensive free weight center—plus special family locker rooms that provide added privacy and convenience for parents with opposite sex children.

And that's just the beginning, because very few boundaries are placed on the array of services provided by Life Time Fitness, as well. Members enjoy free childcare services, free educational seminars, free lockers, free towel service and free aerobic instruction. Tanning, therapeutic massage and certified personal trainers are also available.

Furthermore, Life Time Fitness clubs are open 24-hours a day, seven days a week to accommodate the busiest schedule. Adding to the superior level of service are a unique health food cafe and a full-service salon that offers a variety of hair, nail and spa services.

There is truly something for everyone with everything under one roof.

## Friendly and inviting

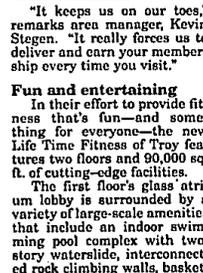
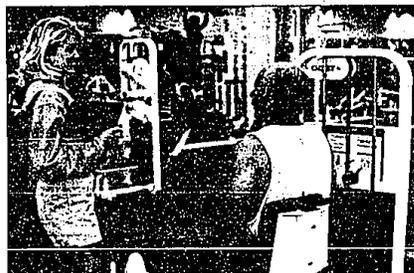
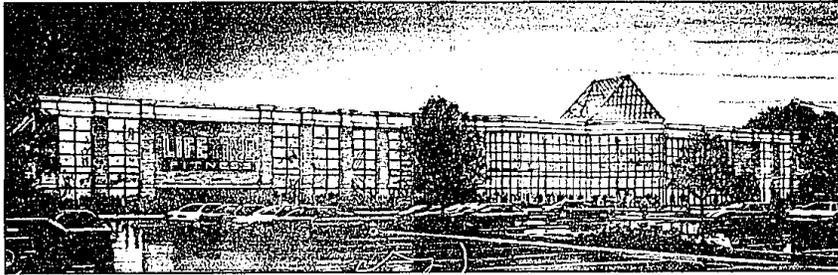
Life Time Fitness takes every step necessary to ensure that all aspects of every club create an environment that is friendly and inviting.

Each inch of the physical facility receives special consideration and the effect is evident the moment guests enter. Color psychology, multi-level lighting and ergonomic design are all employed to create an environment of uncompromising quality.

The company also believes that for any environment to be truly inviting, it must also be clean. As a result, Life Time Fitness has invested in unique technology that helps maintain immaculate facilities. Custom-designed airflow systems carefully monitor composition and exchange air content up to four times per hour. Automatic sanitizing systems release a pressurized spray to keep shower rooms safe and spotless.

On a more personal level, every employee is required to complete a comprehensive training program—through the company's Life Time Fitness University—in order to ensure friendly, professional conduct and superior service.

Another example of the company's dedication to creating an inviting environment is their policy of eliminating long-term contracts and allowing members to cancel at any time.



The new Life Time Fitness of Troy (top) features over 90,000 square feet of facilities including an indoor swimming pool complex with waterslides, indoor climbing walls, basketball, volleyball and racquetball/squash courts, extensive selection of cardiovascular and resistance training equipment, aerobicycling studios, and free child care services.

employees and community.

## Unique Membership Program

As with everything else at Life Time Fitness, memberships are designed with member convenience in mind. The company offers a unique, month-to-month membership program with no long-term contract and a low, one-time

enrollment fee. "Our philosophy is founded upon member happiness, and we know that long-term contracts are not what members want," Akradi points out.

The company is so confident in its commitment to customer service that they also offer a 30-day money-back guarantee. This allows new members to fully experience the sports and

## Life Time Fitness Troy, Michigan

- 24-hour Availability
- No Long-Term Contracts
- 30-Day Money-Back Guarantee
- Multivision Entertainment Systems
- Swimming Pools, Waterslides, Whirlpools & Saunas
- Over 400 Resistance Training & Cardiovascular Machines
- Large Free Weight Facilities
- Basketball, Volleyball, Racquetball & Squash
- Indoor Climbing Walls
- Certified Personal Trainers
- Free Aerobics & Studio Cycling Classes
- Free Childcare Services
- Free Lockers & Towels
- Limited Number of Memberships
- Adult Athletic Leagues
- Massage & Tanning

248/267-1000

fitness center to make sure it fits their life.

Finally, to support its commitment to customer service and ensure against overcrowding, Life Time Fitness also limits the total number of memberships sold at each club.

For further information and to reserve a charter membership, call 248/267-1000 or visit them at 4700 Investment Drive.

Perhaps most interesting is the company's trademarked Multivision Frequn-Sees entertainment system; an invention that allows members to workout while watching any of twenty 60-inch television screens and listening to the audio portion on the FM band of a personal headset stereo.

"The whole idea is to make the experience more entertaining, less boring, so you get a better workout and better results," says Akradi. "We do whatever we can to provide members with a fun place they really want to go—not just a fitness place they think they ought to go."

Toward that end, the company also offers a wide variety of adult sports leagues, athletic instruction and special events that add an entertaining social dimension to the fitness experience.

## Commitment to education

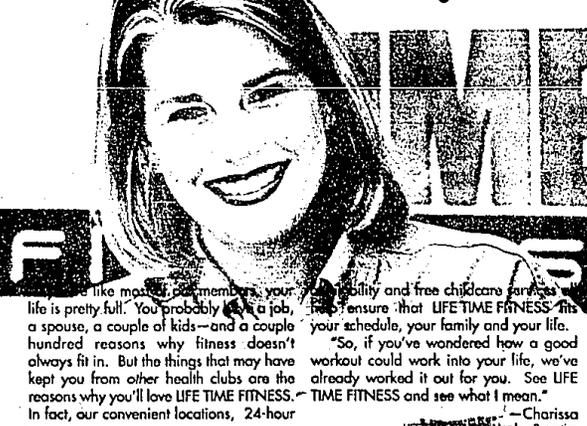
Life Time Fitness places such a high value on education that they now invest more than one-half million dollars each year in special courses for its staff and membership through the company's own Life Time Fitness University (LTFU).

"Education is the single most important element in creating a healthier lifestyle and a key element in our commitment to members," adds Life Time Fitness University director, Michael Brown. "If you'll learn more about how your body works, you'll get more results from your workouts and stay a member much longer. That's why we discount our enrollment fee for new members who'll attend one of our free fitness and nutrition seminars. We want to make a meaningful difference in the quality of people's lives."

The new Troy club will play an important role in the further development of LTFU, serving as the Detroit-area center for the many educational and instructional programs the company offers members.

# LIFE TIME FITNESS

Fits Your Life.



life is like most of our members, your life is pretty full. You probably have a job, a spouse, a couple of kids—and a couple hundred reasons why fitness doesn't always fit in. But the things that may have kept you from other health clubs are the reasons why you'll love LIFE TIME FITNESS. In fact, our convenient locations, 24-hour

ability and free childcare services help ensure that LIFE TIME FITNESS fits your schedule, your family and your life.

"So, if you've wondered how a good workout could work into your life, we've already worked it out for you. See LIFE TIME FITNESS and see what I mean."

—Charissa  
LIFE TIME FITNESS Member Reception

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