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MINNEAPOLIS CHOSEN AS CITY FOR THE DOW LIVE EARTH RUN FOR WATER – THE LARGEST GLOBAL WATER INITIATIVE IN HISTORY AIMED AT HELPING SOLVE THE WORLD WATER CRISIS

Minneapolis, Minn. – (Feb. 3, 2010) – Live Earth, organizer of The Dow Live Earth Run for Water, today announced that Life Time Fitness (NYSE: LTM) has been selected to produce a 6 km run/walk (the average distance many women and children walk every day to get water) to raise awareness and funds to help solve the global water crisis. The event will be held at Lake Nokomis, located in the stunning Minneapolis Park's Chain of Lakes, and will be part of a group of 6 km run/walks that will be taking place on April 18, 2010 in countries around the world. The event will also include a concert and water education activities aimed at igniting a tipping point to help solve the water crisis.

"Concerns over access to clean, safe drinking water is something that affects each of us and we all have a responsibility to help identify solutions contribute to this problem," said Life Time Fitness Vice President Athletic Events Dave Campbell. "Life Time Fitness is proud to team up with Live Earth in support of the Dow Live Earth Run for Water and bring Minnesotans together with people from around the world to raise money and awareness for this very important cause."

The Minneapolis Dow Live Earth Run for Water event will start at Thomas Beach at Lake Nokomis off of Lake Nokomis Parkway. The run/walk will go counter clock wise around the lake finishing back at Thomas Beach. A map of the route, as well as a turn-by-turn description can be found on the local event Web site at <http://minneapolis.liveearthevents.net/>. People in the Twin Cities can register for the Dow Live Earth Run for Water run/walk today via The Active Network at <http://liveearth.org/run>. All participants will receive a free online ActiveTrainer plan to help them prepare for the event. Ten percent of all registration fees go directly to Global Water Challenge.

Water scarcity is an issue affecting countries, communities and families all over the world. One in eight people don't have access to safe, clean drinking water. Eighty-eight percent of diarrheal cases worldwide are linked to inadequate and unsafe water. These cases result in 1.5 million deaths each year, mostly among children under five. In these areas, women and children are forced to walk 6 km (3.7 miles) each day to secure water that is likely unsuitable for drinking.

"As the title sponsor for the Dow Live Earth Run for Water, Dow is committed to bringing the science, technology and "human element" it will take to help solve one of the world's greatest challenges – the global water crisis," said Ian Barbour, general manager at Dow Water & Process Solutions, a business unit of Dow. "On April 18, 2010, Dow's 46,000 employees will join people from around the world to help millions of people around the world gain access to safe, clean drinking water."

The Dow Live Earth Run for Water is a global movement focused on the actions individuals can take to effectively address the issue. People are encouraged to **START** solving the problem today, **RUN** in a Dow Live Earth Run for Water run/walk in their community or organize their own run/walk through the Friends of Live Earth program, **SAVE** water in their home and local community through conservation efforts, **GIVE** money to support clean, safe water projects and **SPEAK UP** by signing the Live Earth petition to add water as a basic human right to the U.N. Declaration of Human Rights.

“Building on the massive success of the Live Earth: Concerts for a Climate in Crisis in 2007, the Dow Live Earth Run for Water will mobilize the global community to once again come together on one day and take action on one of the most serious environmental issues today, the global water crisis,” said Kevin Wall, founder and CEO of Live Earth. “Water scarcity affects everyone whether they are aware of it or not, and the goal of the Dow Live Earth Run for Water is to raise the profile of this issue, educate the world’s citizens about its challenges and offer opportunities to be part of the solution.”

For more information about the Dow Live Earth Run for Water, visit <http://liveearth.org/run> or <http://minneapolis.liveearthevents.net>. To register to participate in The Dow Live Earth Run for Water run/walk via The Active Network logon to <http://liveearth.org/run>.

About Life Time Fitness, Inc.

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 February 3, 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 lifetimfitness.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.

About Global Water Challenge

GWC is a diverse coalition that consists of leading organizations working to provide creative and sustainable solutions for universal access to safe drinking water and sanitation. GWC's mission is to generate a global movement to meet the urgent need for safe water and sanitation by spurring collective awareness and investment in water supply/sanitation innovation by corporate, public, and nongovernmental actors. Our challenge is to reach people with the tools and education they need to empower themselves. Access to clean water and sanitation leads to healthier, longer and more productive lives, and breaks the cycle of poverty. Water and sanitation are not just human rights, they are human necessities. More information about Global Water Challenge can be found at <http://www.globalwaterchallenge.org>.

About Live Earth

Founded by Emmy-winning producer Kevin Wall, in partnership with former U.S. Vice President Al Gore, Live Earth was built upon the belief that entertainment has the power to transcend social and cultural barriers to move the world community to action. A for-profit company, Live Earth seeks to leverage the power of entertainment through integrated events, media and the live experience to ignite a global movement aimed at solving the most critical environmental issues of our time. More information about Live Earth can be found at <http://liveearth.org>.

About Dow

Dow combines the power of science and technology with the “Human Element” to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world’s most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow’s diversified industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2009, Dow had annual sales of \$45 billion and employed approximately 52,000 people worldwide. The Company’s more than 5,000 products are manufactured at 214 sites in 37 countries across the globe. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.