

## Sports World names Begoña Orgambide García as head of Investor Relations

**Mexico City; April 1, 2014 – Grupo Sports World, S.A.B. de C.V.** (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), names Begoña Orgambide García as the new head of Investor Relations.

Ms. Begoña Orgambide is an experienced executive with over 14 years of experience in Investor Relations and Financial Analysis, having worked in public companies such as Grupo Mexico, Grupo Modelo and GBM. Her leadership and skills will be key to continue promoting the company amongst the local investor community as well as to increase the presence of Sports World in international markets.

Mr. Roberto Gonzalez Heredia, who has headed the Company’s Investor Relations department since October 2010, will take over the New Business division and will be tasked with consolidating the new third party club operations model as well as generating new sources of revenue for the Company.

### ABOUT GRUPO SPORTS WORLD

Grupo Sports World, S.A.B. de C.V. is one of the leading operators of family fitness clubs in Mexico. The Company offers several concepts that are specifically designed so that all family members can practice physical and sports-related activities under the same roof. Sports World has a wide range of fitness programs and activities that focus on the specific needs of its members. The company also offers training, health and nutrition services, which reflect the latest global trends in the fitness industry. Sports World is listed on the Mexican Stock Exchange (BMV) under the ticker “SPORT” (Bloomberg: sports:mm).

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