

Sports World announces the addition of a new club already in operation in Ciudad del Carmen, Campeche, and will consolidate its existing more than 1,600 active clients, revenue and profit immediately upon taking control of the club

Mexico City. Wednesday, August 27, 2014 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), the leading operator of family fitness clubs in Mexico announced today that it will incorporate into its network a new club that is currently in operation in Ciudad del Carmen, in the state of Campeche. This club is owned by a third-party and was previously managed by another fitness club operator. On September 1st, Sports World will take over control of the operation under the own-club model, applying the service quality standards and cutting-edge sports offering it is known for. This operation marks the first time Sports World will participate in the Southeastern region of Mexico and with it will become the only important family fitness club network in that city.

It is important to point out that as an operating club, it offers the advantage that the existing more than 1,600 active clients will immediately become part of the Sports World active client base, without having to go through the initial stage of the filling curve. Correspondingly, Sports World will consolidate revenue and profit immediately upon taking control of the club and will pay a monthly rent per square meter to the third-party. Another advantage of this club already in operation is that the required investment is significantly lower in comparison to what is commonly needed to build a new club. Sports World’s investment in SW Ciudad del Carmen will be limited basically to equipment, certain specific improvements, and to changing the corporate image. This is the first time Sports World does a transaction of this kind.

This club complies with the characteristics of the Sports World family format as it has free and controlled weight areas, cardio equipment, group classrooms, swimming pool, locker rooms, and a zone specifically for children, with its own classrooms and locker rooms.

Sports World Ciudad del Carmen is located within the *Carmen Center Plaza*, the most important shopping mall in Ciudad del Carmen, with high traffic generated by the diversity of stores and services located on the premises. Further, *Carmen Center Plaza* is located inside a residential area with high purchasing power.

Ciudad del Carmen is the most important city in the state of Campeche, from an economic perspective, and belongs to one of the municipalities with the highest income in Mexico. Ciudad del Carmen is the main Petroleos Mexicanos (Pemex) operations base due to the fact that the most important hydrocarbon exploitation zone is located in the area known as Sonda de Campeche. Furthermore, several companies that offer complementary services for oil exploration and production are based in this city too, which is also known for its favorable demographics, with a population growth above the national average.

Sports World thus consolidates its leadership in Mexico with a total of 38 clubs in operation and an additional 5 under construction and pre-sale of memberships. With a strategy of continuous and focused growth in strategic locations both in Mexico City and the Metropolitan Area, as well as in specific cities identified as having high potential in the fitness industry, Sports World will continue to increase its presence all over the country. Consequently, as of year-end 2014, the Company will have 34 clubs in Mexico City and the Metropolitan Area, and another 9 clubs in 8 states in Mexico.

About Grupo Sports World

Grupo Sports World, S.A.B. de C.V. is the leading operator 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 customers. 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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