

Sports World announces the start of construction and pre-sale of memberships for its newest club under the third-party operating model in Zona Esmeralda, State of Mexico

Mexico City. July 14, 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 the start of construction and pre-sale of memberships for its newest club under the third-party operating model in Zona Esmeralda, in the municipality of Atizapán, State of Mexico. The signing of said agreement was previously announced to the market through a press release published on January 22, 2014.

The new club will be located inside the shopping mall known as “Antigua”, which has a great variety of commercial establishments and offices, within one of the residential areas with highest purchasing power as well as growing and young population.

Sports World Zona Esmeralda will be developed under the family format and will provide an attractive and innovative sports offering designed for all family members, in a healthy and safe environment. The club will include free and controlled weight equipment, cardio equipment, group and multi-purpose classrooms, swimming pool, locker rooms and a zone specifically for children, with its own classrooms and locker rooms.

Currently, the Company has three clubs under the third-party operating model, of which SW Loreto is already operating and SW Metepec and SW Zona Esmeralda will start operations during the fourth quarter of 2014.

The third-party operating model is an attractive new scheme for the Company that contributes to strengthening the track record of growth and to taking advantage of the existing opportunities in the fitness industry in Mexico. Under this model, Sports World controls the operation of the business, provides the systems and personnel, guaranteeing a standardized service throughout the club chain, and the third-party is responsible for investing the necessary resources for building the club based on the standards established by Sports World.

Through the strategy of expanding its presence into different regions, Sports World extends its scope to promote wellness and health and to become a vehicle to encourage a more active life in Mexico, where the statistics of obesity, diabetes and hypertension have become a health problem.

With a total of 37 clubs in operation and 5 more under construction and in the process of pre-selling memberships, Sports World is the largest club chain in Mexico.



Render: Antigua Mall



Render: SW Zona Esmeralda

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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CONTACT

Emilio Flores Madero
Chief Financial Officer
inversionistas@sportsworld.com.mx
Tel. +52 (55) 5481-7777

IR Agency:
Alejandro Ramírez Arcia
alejandroramirez@irconsulting.mx
Tel: +52 (55) 5256-5705

Begoña Orgambide García
Investor Relations
inversionistas@sportsworld.com.mx
Tel. +52 (55) 5481-7790