

Sports World announces the start of construction & pre-sale of memberships at the new club Universidad

Mexico City; April 02, 2013 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announced today the start of construction and pre-sale of memberships for its newest club Universidad.

The club will be located inside the shopping center known as Patio Universidad, in one of the most densely populated areas in Mexico City. The fitness facilities offered at this location will include free and controlled weight equipment, cardio equipment, group and multi-purpose classrooms, locker rooms, swimming pool, and a children’s area known as *FitKidz*. Likewise the fitness offering will be complemented by the high standard in customer service and personal attention that characterizes all SW clubs. The company expects this club to open during the upcoming third quarter, becoming the company’s 3rd opening for 2013.

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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