

Sports World announces the opening of its newest club SW Reforma

Mexico City; August 29, 2013 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announces the opening of its newest club, Reforma.

This new club, belonging to the individual format, is located on Paseo de la Reforma, one of the most important avenues in Mexico City, inside a new high rise building known as Torre Mapfre, across the street from the Mexican Stock Exchange. This club began operations with over 400 presold memberships. With this club, the company now has 33 clubs in operation, as well as 2 more under construction.

This club represents an investment of over \$28 million pesos and the creation of over 40 jobs.

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).

* * * * *

This report may contain certain forward-looking statements and information relating to Grupo Sports World S.A.B. de C.V. and its subsidiaries that reflect the current views and/or expectations of Sports World and its management with respect to its performance, business and future events. Forward looking statements include, without limitation, any statement that may intend to predict, forecast, indicate or imply future results, performance or achievements, and may contain words like “believe,” “anticipate,” “expect,” “envisage,” “will likely result,” or any other words or phrases of similar meaning. Such statements are subject to a number of risks, uncertainties and assumptions. We advise you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in this presentation and in oral statements made by authorized officers of Grupo Sports World. Readers are cautioned not to place undue reliance on these or any forward-looking statements, which relate to the company’s current situation only as of their dates of publication. Sports World undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

CONTACT INFORMATION

Roberto Álvarez Falcón
CFO

Roberto Gonzalez Heredia
Investor Relations
inversionistas@sportsworld.com.mx
Tel. +52 (55) 5481-7790

IR Agency:
Alejandro Ramirez Arcia
alejandro.ramirez@sernapr.com
Tel: +52 (55) 5256-5705