

Sports World announces the opening of its newest club SW Universidad

Mexico City; August 13, 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, Universidad.

This new club, belonging to the family format, is located inside a new shopping center known as Patio Universidad, across the street from Plaza Universidad; it opened with over 620 presold memberships. With this club, the company now has 31 clubs in operation and 4 more under construction.

This club represents an investment of over \$44 million pesos and the creation of over 60 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).

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