

Grupo Sports World announces the opening of its new club SW León and the start of construction and pre-sale of memberships at SW Xola and SW Cuernavaca

Mexico City. May 5, 2014 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), announced today the opening of its newest club: SW León and the start of construction and pre-sale of memberships at 2 new locations: SW Xola in Mexico City and SW Cuernavaca in the state of Morelos.

SW León was developed under the family format and is located inside a well-known shopping center, called “Plaza Mayor de León”, which is characterized by having high traffic generated by several anchor stores. SW León is the second opening of year and the first in the state of Guanajuato, allowing the Company to expand its footprint to more states in Mexico.

The city of León is part of a select group of high potential cities that the Company has identified throughout Mexico that have great demand for professional fitness and wellness services. Sports World will continue to seek an increased presence through its clubs, which differentiate themselves from the competition by offering a high standard of quality in customer service and an edgy sports offering.

This recently opened club represented an investment of \$36 million pesos, and contributed to the creation of over 50 new jobs.

Sports World currently has 37 clubs in operation, of which 31 are located in Mexico City’s Metropolitan Area and 6 more throughout the rest of the country.

Additionally, in adherence with the current expansion plan, the Company started the construction and pre-sale of memberships at 2 new clubs, one in Torre Xola in Mexico City and the other in Cuernavaca, in the state of Morelos.

SW Xola is located at Avenida Xola 535, Col. del Valle. This location is known for having high population density and an attractive mix of residential areas and office buildings.

SW Cuernavaca is located inside Plaza Cuernavaca, one of the most prestigious shopping centers in the city. Cuernavaca is well recognized for having an important floating population from Mexico City during the weekends as well as a constantly growing base of permanent residents.

Both clubs will be developed under the family format and their facilities will include free and controlled weight equipment, cardio equipment, group and multi-purpose classrooms, swimming pool, locker rooms and a children’s area, which will have its own classrooms and locker rooms. These clubs’ facilities will maintain the high standard of service that characterizes Sports World. The Company expects to open these clubs during the third quarter of 2014.

The virtual tour for SW Xola will be available on our webpage starting May 12th and for SW Cuernavaca starting on June 2nd.

The Company reaffirms its expansion objectives, supported by the rapid and efficient construction of new locations and continuous enrollment of new customers, with high focus on service and customer satisfaction, which allows Sports World to offer a value added proposition, looking to be the best choice in the fitness industry in Mexico.

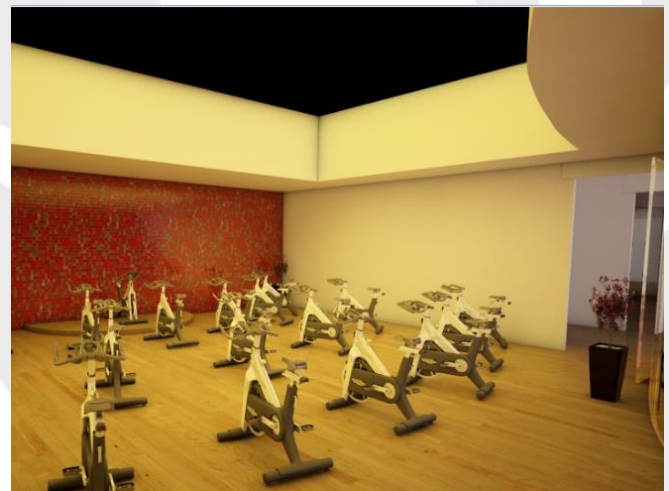
After SW Xola and SW Cuernavaca start operations, the Company will have 39 clubs, of which 32 will be located in Mexico's City Metropolitan Area and 7 throughout the rest of the country.



SW León



Renders: SW Torre Xola





Renders: SW Cuernavaca



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 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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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.

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