

## Grupo Sports World announces the start of construction and pre-sale of memberships for its newest club, SW Miguel Ángel de Quevedo

Mexico City. Monday, October 6, 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, Sports World Miguel Ángel de Quevedo.

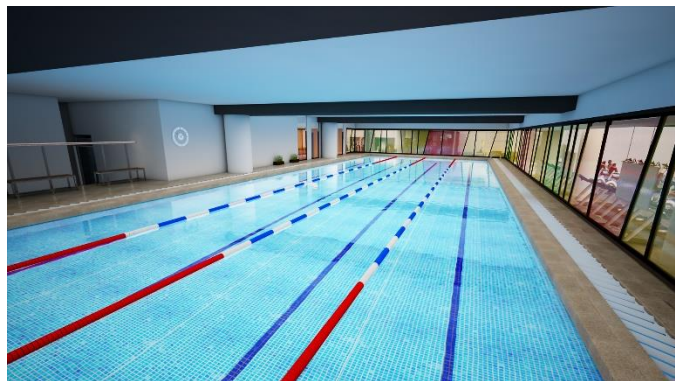
The new club will be built inside the *Oasis Coyoacán* mall located on the corner of Av. Universidad and Miguel Ángel de Quevedo, in an area in the Southern part of Mexico City with high concentrations of vehicular traffic. The mall will also include several anchor stores and a wide array of restaurants and services. Since it is very close to the historic center of Coyoacán, the area where the new club will be located is known for its attractive combination of commercial offerings, cultural sites, housing and corporate offices.

Since SW Miguel Ángel de Quevedo will be developed under the family format, the facilities 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 independent locker rooms. The facility will also offer opportunities for practicing different sports, with state-of-the art equipment and programs led by a team of highly qualified coaches.

The Company expects this club will start operations during the second quarter of 2015.

Sports World is thus consolidated as the largest chain in Mexico with 41 clubs currently in operation (including the Tijuana club, which has a shared operation agreement with a third party and does not operate under the Company's brand), and another 3 clubs under construction and in pre-sale of memberships, for a total of 44 clubs.

### Renders: Sports World Miguel Ángel de Quevedo





## 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).

### Information on estimates and associated risks

*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. Please be advised 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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