

## Grupo Sports World announces the start of operations of club number 41, SW Sonata, in the City of Puebla

**Mexico City. Tuesday, September 30, 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 opening of club number 41, Sports World Sonata, in the state of Puebla.

SW Sonata began operating with more than 700 pre-sold memberships, making it one of the most successful recent club openings and proving both the solid positioning of the brand as well as the strong demand for fitness services prevailing in the city of Puebla. Based on all this we are able to estimate that SW Sonata will replicate the excellent performance of the SW Puebla club.

The SW Sonata club is located in Plaza Sinfonía, within a new development known as Sonata, in the Lomas de Angelópolis neighborhood in the Southern part of the city of Puebla. The development is located in a population area that corresponds to the family segment targeted by Sports World, and it will continually benefit from the high traffic generated by the commercial establishments and the housing and office developments in the area.

SW Sonata complies with the family club characteristics, required an investment of more than \$36 million pesos and will contribute to creating more than 50 direct jobs.

Sports World continues to consolidate its leadership in Mexico with a total of 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 2 clubs in construction and pre-sale of memberships.

Sports World reiterates its commitment to continuing to expand its presence all over the country by selecting strategic locations in Mexico City and its Metropolitan Area, as well as in specific cities identified as being potentially attractive to the fitness industry. Consequently, as of year-end 2014, the Company will have 34 clubs in Mexico City and the Metropolitan Area and another 9 clubs in 8 states in Mexico, for a total of 43 clubs.

**Photos: Sports World Sonata**



**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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