

## Sports World announces a new third-party club operation agreement in Mexico City's Metro Area

**Mexico City; January 22, 2014 – Grupo Sports World, S.A.B. de C.V.** (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announces a new third-party club operation agreement in Zona Esmeralda, Atizapan, in Mexico City's Metro Area.

This agreement foresees the construction of a new club under the Sports World brand in a new high-end shopping center known as Antigua, in Zona Esmeralda. This location is known for having a young and growing population, with high per capita income. The company expects this club to begin operations during late 2014.

The club Zona Esmeralda, is the second contract signed by the company under the third-party club operating model.



## ABOUT GRUPO SPORTS WORLD

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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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