

Sports World announces the start of construction and pre-sale of memberships for its newest club under the third-party operating model in Metepec, State of Mexico

Mexico City. June 12, 2014 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), one of the leading operators of family fitness clubs in Mexico announced today the start of construction and pre-sale of memberships for its newest club under the third-party operating model in Metepec, State of Mexico.

The new club is located inside the shopping mall known as “Plaza Rubí”, in one of the residential areas with significant purchasing power in Metepec. This area is characterized by having high population density and high income per capita. This club will be developed under the family format allowing Sports World to serve the strong demand for professional fitness services from families in Metepec through an attractive sports offering designed for all family members provided in a healthy and safe environment. The Company expects that Sports World Metepec will start operations during the fourth quarter of 2014.

Sports World Metepec is the third agreement signed by the Company under the third-party operating model.

Currently, Sports World has 37 clubs in operations and 4 more are under construction and in the process of pre-selling memberships, thus consolidating our leadership in terms of the number of clubs, openings and growth in the number of enrolled clients.



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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