

## Grupo Sports World announces the start of construction and pre-sale of memberships for its newest club SW Sonata in Puebla

**Mexico City. June 5, 2014 – Grupo Sports World, S.A.B. de C.V.** (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), announced today the start of construction and pre-sale of memberships for its newest club SW Sonata in the state of Puebla.

As a result of the great success of Sports World Puebla, which opened its doors in 2007 and is currently at full capacity, the Company announces the start of the construction and the pre-sale of memberships for its second club in Puebla, as part of the Company’s plans to expand its presence outside Mexico City’s Metropolitan Area.

SW Sonata is located inside the Sinfonía mall, within the new development known as Sonata in the Lomas de Angelópolis neighborhood in the southern part of the city of Puebla. This development will have high traffic generated by the commercial establishments, the residential area and the office buildings it includes, and it is located in an area populated by the family segment targeted by Sports World.

The club’s 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.

The Company expects that SW Sonata will start operations during the fourth quarter of 2014.

Currently, Sports World has 37 clubs in operations and 3 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 clients enrolled.



Render: Sinfonía mall



Render: Lomas de Angelópolis



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Render: Sinfonía mall

## 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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## CONTACT

**Emilio Flores Madero**  
Chief Financial Officer  
[inversionistas@sportsworld.com.mx](mailto:inversionistas@sportsworld.com.mx)  
Tel. +52 (55) 5481-7777

**Begoña Orgambide García**  
Investor Relations  
[inversionistas@sportsworld.com.mx](mailto:inversionistas@sportsworld.com.mx)  
Tel. +52 (55) 5481-7790

**Agencia RI:**  
**Alejandro Ramirez Arcia**  
[alejandro.ramirez@irconsulting.mx](mailto:alejandro.ramirez@irconsulting.mx)  
Tel: +52 (55) 5256-5705