

Grupo Sports World announces the beginning of operations of club number 48: SW La Rioja, in Guadalajara and the transfer of Luna Parc club that will operate under the shared operation model

Mexico City, May 2, 2016 – 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, informs investors of the beginning of operations of its club number 48, Sports World La Rioja, the first the Company has opened in the city of Guadalajara, with more than 600 memberships sold during the pre-sale process.

This new club is located in the Urban Center La Rioja mall, located on Av. Adolfo López Mateos 7000, in the county of Tlajomulco de Zúñiga, in the metropolitan area of the city of Guadalajara, a region where several luxury residential projects have been built over the past few years, and that is well known for its strong commercial activity.

Since Sports World La Rioja is a family format club, the facilities will include free and controlled-weight areas, boxing zone, cardio equipment, group classrooms, swimming pool, dressing rooms, steam room, and sauna. It will also offer the FitKidz area designed exclusively for children, where they have their own classrooms and independent dressing rooms and where we promote different sports disciplines from a very young age. A wide range of sports alternatives with state-of-the-art equipment and programs will be offered at these facilities, led by certified coaches.

Sports World has opened 34 clubs since it held its IPO in October 2010, consolidating its position as the leading family clubs chain in Mexico, with 48 clubs in operation and 2 more under construction and pre-sale.

Additionally the Company informs that the management of Luna Pac Club has been transferred to a third-party and will no longer operate under the Sports World brand. Both, Tijuana and Luna Parc may continue to be used by Sports World customers with All Club membership.

The Company continues to expand and strengthen its presence in Mexico and its Metropolitan Area as well as in other cities. Currently and including the two Clubs under construction and pre-sale, there are 35 Sports World Clubs located in Mexico City and its Metropolitan Area, 13 in other cities in Mexico and the before-mentioned Luna Parc and Tijuana Clubs.

Photos: Sports World La Rioja



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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