

Sports World & New Balance announce strategic alliance

Mexico City; February 19, 2013 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announced today the start of a new strategic alliance with New Balance.

After a thorough selection process, Sports World selected New Balance as its new commercial partner, allowing the inclusion of innovative and modern products and accessories of the highest quality to our sports offering, while giving SW users access to considerable discounts and special promotions.

Likewise, the offering of classes and physical activities at SW clubs will be complemented by the launch of new products from New Balance, just as well special classes, activities and events that promote physical activity, a sense of community and greater involvement from our users will be offered at our clubs.

With this alliance, Sports World continues to create a fitness and wellness offering of innovative products and services for its users to enjoy.

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 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).

ABOUT NEW BALANCE

New Balance, headquarter in Boston MA, has the following mission: To responsibly lead and create global brands that athletes are proud to endorse, associates proud to create and communities proud to support. New Balance employees of 4,000 people worldwide and in 2011 had sales for over \$2 billion USD.

* * * * *

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. We advise you 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.

CONTACT INFORMATION

Roberto Álvarez Falcón
CFO

Roberto Gonzalez Heredia
Investor Relations
inversionistas@sportsworld.com.mx
Tel. +52 (55) 5481-7790

IR Agency:
Alejandro Ramirez Arcia
alejandro.ramirez@sernapr.com
Tel: +52 (55) 5256-5705

