

Sports World announces the start of construction & pre-sale of memberships at the new club Reforma

Mexico City; April 09, 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 construction and pre-sale of memberships for its newest club Reforma.

This club will be located inside a new building that will house the headquarters for MAPFRE insurance, on Paseo de la Reforma, next to the Mexican Stock Exchange. This club is located in Mexico City’s most important business district. The fitness facilities offered at this location will include free and controlled weight equipment, cardio equipment, group and multi-purpose classrooms, and locker rooms. The company expects this club to open during the upcoming third quarter, becoming the company’s 4th opening for 2013.

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).

* * * * *

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
alejandroramirez@sernapr.com
Tel: +52 (55) 5256-5705