

Sports World announces the start of construction and pre-sale of memberships at its new club Félix Cuevas

Mexico City; July 9, 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 at its new club Félix Cuevas.

This club will be located at the shopping mall known as “City Shops del Valle”, on Félix Cuevas Avenue, one of the most important avenues in Mexico City. This mall is located in the Del Valle neighborhood and is characterized by its centric location, high population density and high purchasing power. The club will be a family format design, and its facilities will include cardio, free and controlled weight equipment, multipurpose classrooms, a swimming pool and fully equipped locker rooms as well as a children’s area with independent access, classrooms and locker rooms. The company expects this club to open during 4Q13.

The club Félix Cuevas, is the sixth opening announced by the company 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).

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