

Sports World announces the start of operations of club number 39, SW Cuernavaca, in the state of Morelos

Mexico City. Tuesday, September 2, 2014 – 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 announced today the opening of club number 39, Sports World Cuernavaca, in the state of Morelos, with over 500 pre-sold memberships.

The SW Cuernavaca club, marking the arrival of the Company to this state, is located inside Plaza Cuernavaca, one of the most prestigious malls in the city.

In line with its strategy of reaching more markets and offering fitness services as well as contributing to improving the health and well-being of more people, Sports World now extends its presence to 8 states in Mexico.

This is a family format club and an attractive and innovative sports offering for all family members. The facility includes free and controlled weight equipment, cardio equipment, group classrooms, swimming pool, locker rooms, and a children’s area with its own classrooms and locker rooms.

The SW Cuernavaca club required an investment of more than \$36 million pesos and will contribute to creating more than 50 direct jobs.

Sports World is thus consolidated as the largest chain in Mexico with 39 clubs currently in operation (including the Tijuana club, which has a shared operation agreement with a third party and does not operate under the Company’s brand), and another 4 clubs under construction and in pre-sale of memberships, for a total of 43 clubs.



Photos: SW Cuernavaca

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).

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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