

Grupo Sports World delivered 100 scholarships for its “Feel Healthy” program to the Mexican Diabetes Association and the Ministry of Health of Mexico City

Mexico City. July 8, 2014 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company”, or “the Group”) (BMV: SPORT), in collaboration with the Mexican Diabetes Association (Asociación Mexicana de Diabetes, AMD) and the Ministry of Health of Mexico City delivered 100 scholarships for its Feel Healthy program, the first such program in Latin America created by a fitness company and centered on transforming and promoting a more active lifestyle for people who suffer from obesity, hypertension and diabetes.

Feel Healthy is a new program offered by Sports World and endorsed by the AMD that has the support of companies with recognition in the health industry, including Olab Laboratories and the insurance company Mapfre.

Present at the event were the Secretary of Health for Mexico City, Armando Ahued Ortega, the President of the AMD, Gabriela Allard and Sports World CEO, Fabian Bifaretti, all of whom expressed their interest in joining forces to contribute to improving the health of the Mexican people facing health problems such as obesity, diabetes and hypertension. The 100 scholarships were delivered in person to each of the beneficiaries, 50 for the AMD and another 50 for the Ministry of Health of Mexico City.

The scholarship offers one year of free access to the Sports World club of the beneficiary’s choice among the list of six clubs where the Feel Healthy program is offered, an initial stress test, semi-personalized training routines tailored to the disease, a monthly appointment with the nutritionist, close monitoring by trainers specialized in this program of how each customer’s health evolves and three lab tests done by Olab.

As a Socially Responsible Company, Sports World is committed to promoting a healthy lifestyle and to creating programs that directly impact the quality of life and wellness of active and potential clients. Feel Healthy is an unprecedented program in Latin America that is now part of the array of activities and sports programs offered by Sports World targeting the specific needs and demands of its customers.



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).

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