

Sports World announces start of construction and pre-sale of memberships for its new club Garden Santa Fe

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 construction and pre-sale of memberships for its new club Garden Santa Fe.

This club will be located in a new commercial development known as Garden Santa Fe, in one of Mexico City’s fastest growing neighborhoods. This location is characterized by being in close vicinity of an important corporate offices and universities. 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 second quarter, becoming the company’s 2nd 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).

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