

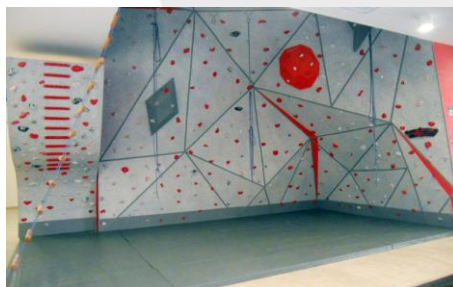
Sports World announces the opening its newest club #35, Felix Cuevas

Mexico City; October 28, 2013 – Grupo Sports World, S.A.B. de C.V. (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announces the opening of its newest club Felix Cuevas.

This new club, belonging to the family format, is located inside a new shopping center known as City Shops del Valle, and it opened with over 1,000 users acquiring their membership during the pre-sale. With this club the company now has 35 clubs in operation, 30 of which are located in Mexico City, including the first phase of operations at the club Colegio Internacional under the third-party club operations program. Additionally the company has 1 club under construction and pre-selling memberships, thus maintaining its promise of continuous growth with the Market and its investors.

With this opening Sports World continues to consolidate its position as the leader in the fitness industry in Mexico City and metropolitan area, where it is the largest chain by number of clubs. It is worth mentioning that the new club Felix Cuevas has implemented the advanced satisfaction and feedback modules that are present throughout the chain.

This club is the second largest in the Sports World chain of clubs and represents an investment of \$45 million pesos, while contributing with the creation of over 60 new jobs.



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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