

## Sports World announces partnership to design and operate the new club for Colegio Internacional

**Mexico City; May 8, 2013 – Grupo Sports World, S.A.B. de C.V.** (“Sports World”, “SW”, “the Company” or “the Group”) (BMV: SPORT), announced today a new partnership with Colegio Internacional, through which the company will design and operate the school’s new fitness facilities.

The construction of the facilities will be carried out by Colegio Internacional, with the support and supervision of Sports World’s staff, which will be responsible for the club’s design. The club will be operated under Sports World’s brand name, with the company being responsible for the entire operation. With the support of its business administration systems, certified and qualified instructors, information systems, and corporate staff, Sports World will offer the students and other members of the Colegio Internacional’s community who attend the new facilities a high quality experience, with emphasis in each persons’ personal fitness needs.

This is the first time SW participates in a third party club operation. This club is additional to the openings that the company has planned 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).

### ABOUT COLEGIO INTERNACIONAL

Colegio Internacional de México (“Inter”), is a learning institution that has in a brief period of time achieved great success and recognition in the educational community in the southern part of Mexico City. The “Inter” is bilingual, mixed-gender, inclusive, and committed with high quality education and equality. Its constructivist model in a digital environment stimulates the development of abilities, attitudes and values amongst its students, in a setting that revolves around pedagogical practices that are innovative and use the best available digital technology. The school offers education from pre-school through high school. In its excellent facilities, located in a privileged neighborhood, the school houses over 800 students.

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