

Sports World announces the start of construction & pre-sale of memberships at its new club León

Mexico City; November 27, 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 newest club León.

This club, belonging to the family format will be located inside the shopping center known as Plaza Mayor, the most important and most well recognized shopping center in the city of León, Guanajuato. This location is surrounded by several affluent residential areas. The facilities offered at this new club will include free and controlled weight equipment, cardio equipment, group and multi-purpose classrooms and locker rooms, swimming pool and children’s area known as *Fit Kidz*, which has its own classrooms and locker rooms. The Company expects to open this club during the second quarter of 2014.

The club León is the second opening announced by the company for 2014.



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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