



SafeSplash Swim School Expands into Mexico with

Agreement to Open 46 Swim Schools with Sports World

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32 locations will open in Mexico City in 2016 with 14 additional throughout Mexico; first school to open in March

DENVER (Mar. 16, 2016) – [SafeSplash Swim School®](#), a premium, warm water learn-to-swim program, has signed an agreement with [Sports World](#) (SPORTS:MM), Mexico’s largest operator of health and fitness clubs and the only publically-traded fitness company in Latin America, to open 32 swim schools in and around Mexico City by the end of 2016. The first school will open in one of Sports World’s flagship facilities located in Santa Fe, Mexico City in March.

“We couldn’t be more excited about our partnership with Sports World and our expansion into Mexico,” said Matthew Lane, CEO of SafeSplash Swim School. “Sports World is a leader in family-oriented fitness and their focus on outstanding customer service offered in high quality facilities made them a perfect fit for the SafeSplash brand. With this foundation, the decision to partner with Sports World was an easy one to make.”

The 46 locations will include 32 schools in existing Sports World facilities with pools in and around Mexico City. An additional 14 schools will open throughout Mexico.

“SafeSplash Swim School’s leading brand presence in the U.S., including almost 90 locations, their commitment to quality and the high-level of support they provide franchisees made them the clear choice as a partner for Sports World,” said Fabian Bifaretti, CEO of Sports World. “Our focus of bringing more family-oriented health and safety programming to the families of Mexico will be significantly enhanced with SafeSplash. We are certain this partnership will yield benefits to Sports World and our customers for years to come.”

“We reviewed all swim school franchise options throughout the U.S. before making our decision, and SafeSplash clearly emerged as the leader on every dimension we measured,” said Hector Troncoso, Chairman of Sports World, “We believe this partnership will help us serve a market that we estimate to be as large as USD \$1,500M annually in Mexico.”

Earlier this year, SafeSplash was recently named the fastest growing swim school franchise by *Entrepreneur* magazine. This expansion into Mexico will further support this position.



The experience at the schools in Mexico will mirror the experience at SafeSplash's more than 86 locations in the U.S. including small class sizes with no more than a four to one student to teacher ratio and experienced and passionate instructors using the company's proven, proprietary instruction model that has been refined over more than four million swim lessons over the past 10 years.

Further, the SafeSplash schools in Mexico will model their student / teacher selection process after the "SafeSplash Match" method, which incorporates student personality and skill level, student maturity, instructor teaching style and instructor personality to create a match that accelerates learning and enhances results.

Prior to taking the position as the CEO of Sports World, Fabian Bifaretti was the CEO of Movistar, a leading cellular telephone service provider in Spain.

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About SafeSplash® Brands

SafeSplash Swim School provides a premium, warm water learn-to-swim program throughout the U.S. that uses a proven, proprietary curriculum in a small, personal class to positively teach children and adults alike safety skills and confidence in the water that they will use throughout their lives.

After opening its first school in 2006 just south of Denver, Colo., the company has grown to 157 locations across 2 countries and 21 states. Franchise development rights are available for SafeSplash schools in areas throughout the globe. For more information about SafeSplash® or to learn about franchising opportunities with the company, please visit their [website](#) or "like" SafeSplash on [Facebook](#), or follow on [Twitter](#) or [Google+](#).

About 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 to enable all family members to practice sports and participate in other health-related activities under the same roof. Sports World has a wide range of fitness and other programs that focus on the specific needs of its members. The Company also offers training, health and nutrition services, which reflect the latest global fitness industry trends. Sports World is listed on the Mexican Stock Exchange (BMV) under the ticker symbol "SPORTS" (Bloomberg: SPORTS:MM). www.sportsworld.com.mx