



**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**



## **World Outfitters Corporation appoints new member to Board of Directors**

**Blainville, Quebec, May 27, 2008** – World Outfitters Corporation (“World Outfitters” or “the Company”) (TSX-V: SAF), a leading sports outfitter, today announced that Mr. Marc-Yvan Côté has been appointed to its Board of Directors.

“We are pleased to welcome Mr Côté to our Board of Directors. His appointment is a key addition to our Board. His extensive financial and political experience in Quebec will prove to be valuable guidance as we strive to consolidate Canada’s hunting and fishing industry” stated Nicolas Laurin, CEO of World Outfitters.

Mr. Côté is business professional and an accomplished politician. Mr. Côté has served as CEO of TUPP Canada since 2005 and its on the Board of Power Tech since 1994. From 1994 to 2005, Mr. Côté held the function of Vice-President, Business Development at Roche Consulting Group. Prior to Roche Consulting, Mr. Côté lead a successful career in provincial politics where he most notably held the functions of Quebec Health and Social Services Minister from 1989 to 1994, Transports Minister from 1985 to 1989 and Chief Organizer of Mr. Robert Bourassa’s campaign to the Quebec Liberal Party’s leadership in 1983. Mr. Côté served in Quebec’s National Assembly from 1983 to 1984 as Charlesbourg MP and from 1973 to 1976 as Matane MP. Mr. Côté graduated from Université du Québec à Trois-Rivières where he obtained degrees in History and Political Science.

### **About World Outfitters Corporation**

First prize winner of the 2008 Quebec Tourism Grand Prix – Outfitters category, World Outfitters Corporation’s mission is to provide first-class hunting and fishing trips. In order to become a world leader in its field, the Corporation is consolidating its position by acquiring companies based in Northeastern Quebec operating in its line of business. It intends to rely on recognition of its brand in order to develop its activities worldwide.

### **Forward-Looking Statements**

*Certain statements included herein, including those that express management's expectations or estimates of our future performance, constitute "forward-looking statements" within the meaning of applicable securities laws. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Investors are cautioned not to put undue reliance on forward-looking statements. All subsequent written and oral forward-looking statements attributable to World Outfitters Corporation or persons acting on our behalf are expressly qualified in their entirety by this notice. The Company does not intend to update publicly these forward-looking statements, except when required by the law.*

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The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

### **For more information:**

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