



PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION

World Outfitters reaches distribution agreement with Gander Mountain

The graphic is a promotional poster for the 'Hunt In-A-Box' concept. At the top, it features logos for 'SAFARI' and 'GANDER MOUNTAIN'. Below these, it says 'Present Hunt In-A-Box'. The central image shows a hunter in an orange vest and hat kneeling next to a large caribou with impressive antlers. Below the image, there is a list of items included in the box, a price tag of '\$29.99', and a note that the price is fully refunded when a caribou trip is booked. The background of the lower half of the graphic is a wood-grain texture.

SAFARI & GANDER MOUNTAIN
Present
Hunt In-A-Box

Mark Brunard
Caribou Hunter for the Rockies

1 Caribou Guarantee

What's in the Box?

- Over \$4,000 worth of Gander Mtn. Coupons for: Guide Series Clothing, Firearms, TechHunter Bows, Arctic Cat ATVs, Liberty Safes, Three Forks Edition Luggage and Much More!
- Caribou Hunting DVD
- All needed info to plan your hunt
- Special NRA Membership offer
- Trip Insurance Offer
- Gander Mtn. Credit Card offer
- Safari Nordik Hat
- Packing Lists
- Outdoor Expeditions Magazine

\$29.99

Fully refunded when your Caribou trip is booked! (Trips Starting at \$5,450)

- Ideal Gift • Completely new way to plan a hunt
- All the info in one place!

Blainville, Quebec, October 24, 2007 — World Outfitters Corporation (“World Outfitters” or the “the Corporation”) (TSX-V: SAF), a leading sports outfitter, has signed a partnership agreement with Gander Mountain Company to distribute the Hunt In-A-Box concept with the aim of increasing sales of its caribou hunting product. This innovative concept was unveiled yesterday at an event to mark the completion of the initial public offering of World Outfitters.

“We’re very proud to be associated with a name so well known in the United States in the field of hunting and fishing. This agreement will definitely make it possible for us to continue expanding our caribou-hunt sales while positioning us to introduce new products into a vast network,” said Nicolas Laurin, President and Chief Executive Officer of World Outfitters. “With the introduction of the Hunt In-A-Box concept, we once again prove our capacity to innovate in order to reach an ever-growing clientele. This concept is in addition to our guarantee of one caribou per hunter, an offer unique in the industry.

Hunt In-A-Box is a product that pulls together all of the tools needed to prepare for a caribou hunt, including videos, a list of elements to plan for, maps and insurance as well as promotional items such as discount coupons, a cap, etc.

About Gander Mountain Company

Gander Mountain Company (Nasdaq: GMTN), headquartered in Saint Paul, Minnesota, is the nation's largest retail network of stores for hunting, fishing, boats, camping, marine, and outdoor lifestyle products and services. Since 1960, the Gander Mountain brand has offered an expanding assortment of competitively priced outdoor equipment, technical apparel and footwear, as well as gunsmith, archery, ATV and marine services. The stores feature national, regional and local brands as well as the company's owned brands. Focused on a "We Live Outdoors(R)" culture, Gander Mountain dedicates itself to creating outdoor memories. There are currently 115 Gander Mountain outdoor lifestyle stores in 23 states.

About World Outfitters Corporation

As a leading sports outfitter, 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. We caution that such forward-looking statements involve known and unknown risks, uncertainties and other risks that may cause our actual financial results, performance, or achievements to be materially different from our estimated future results, performance or achievements expressed or implied by those forward-looking statements. This list is not exhaustive of the factors that may affect any of our forward-looking statements. 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. We disclaim any intent or obligation to update publicly these forward-looking statements, whether as a result of new information, future events or otherwise. Risks and uncertainties about our business are more fully discussed in our Prospectus.

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

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