



**MEDIA RELEASE
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World Outfitters Corporation - Update on Planned Acquisition of Mirage Outfitter

BLAINVILLE, Quebec, July 8, 2008 - World Outfitters Corporation Safari Nordik ("World Outfitters" or "the Corporation") (TSX-V: SAF). On November 27, 2007, the Corporation announced details of the terms under which it signed a letter of intent for the acquisition of the various companies comprising the Mirage Group.

On July 4, 2008, the Corporation executed two stock purchase offers with Mirage Group shareholders, one of which is conditional to a right of first refusal granted to Native people to establish and operate outfitting facilities in Category III lands, as stipulated in the Act Respecting Hunting and Fishing Rights in the James Bay and New Québec Territories (R.S.Q. chap. D-13.1) (the "Right of First Refusal") and subject to TSX Venture Exchange approval.

According to the terms of these offers, the selling price for 100% of Mirage Group shares has been set at a maximum of \$5,500,000 and remains subject to a downward adjustment of no more than \$2,000,000, based on earnings before interest, tax, depreciation and amortization ("EBITDA") recorded for the financial years ending March 31, 2010 and 2011.

The agreement of sale intended to follow up on the share purchase offers and render them effective must be signed within ten (10) days of the lapse of the Right of First Refusal and include an initial payment, in the amount of \$3,500,000, on the selling price; the balance of \$2,000,000 - subject to any downward adjustment - will be payable through the issuance of \$1,000,000 in common shares in the Corporation, at a per-share amount equal to the average weighted price set for these shares over the last ten (10) days of trading on the TSX Venture Exchange prior to the closing date, in two (2) equal payments of \$500,000 that will be due on June 30, 2010 and 2011, respectively.

In the meantime, the sum of \$2,000,000, which represents the proceeds of convertible loans granted to the Corporation by FIER Croissance durable s.e.c. and FIER CPVC-Montréal s.e.c. under the terms of two loan agreements totaling \$1,000,000, dated July 4, 2008, will be held in trust as a guarantee of payment covering part of the selling price.

The FIER-granted loans are interest-bearing at an annual rate of 12.5% and can be fully or partly converted, at the lenders' discretion, into common shares in the Corporation at a per-share amount equal to the average weighted price set for these shares over the last ten (10) days of trading on the TSX Venture Exchange prior to the exercise date for this option, with a premium price mark-up of 0% to 45 % over four (4) years.

About the Mirage Group

The Mirage Group employs between 50 and 60 people during peak season and operates a number of companies, including an aviation business and a grocery store that meet the needs of clients who reserve its lodging facilities when booking hunting and fishing expeditions with Mirage Outfitter.

Mirage Outfitter is the largest winter caribou hunting outfitter in Eastern Canada, with a market share exceeding 50%; located at Kilometer 358 on the Trans-taiga Road in the James Bay region, the site features its own landing strip, a five-star main lodge located on the shores of the Rivière La Grande and eight private cottages for clients interested in the hunting, fishing and outdoor activities also offered by Mirage.

According to the unaudited consolidated balance sheet produced by management as at March 31, 2008, Mirage Group had assets totaling \$9.3 million, liabilities (including customer deposits) of \$5.8 million and \$3.5 million in shareholders' equity. Revenues to this date stood at \$7.9 million, less inter-company transactions, with earnings before interest, tax, depreciation and amortization (EBITDA) totaling \$1.3 million and consolidated earnings before taxes of more than \$317,000.

About the Property Owners

The primary selling parties in this transaction are Lise Aubin and Luc Aubin, of Quebec, and Jacques Breton from Ontario, who own equal portions of all voting and participating shares in 9077-2542 Québec Inc., directly and indirectly through their respective management companies: 9072-9666 Québec Inc., 2971-9937 Québec Inc. and 1118761 Ontario Inc.

A further 20% of all issued and outstanding shares in Mirage Outfitter are owned by the Fonds Régional de Solidarité FTQ Nord-du-Québec.

About World Outfitters Corporation

As a recipient of the Gold award at the Gala des Grands Prix du Tourisme in the Outfitter category, World Outfitters Corporation's mission is to provide world-class hunting and fishing trips. In order to become a world leader in its field, the Corporation intends to consolidate its position by acquiring companies based in Northeastern Quebec operating in its line of business. It will rely on recognition of its brand in order to develop its activities worldwide

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

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