



PRESS RELEASE

WORLD OUTFITTERS CORPORATION TARGETS THE CHINESE MARKET

Blainville, Quebec, December 5, 2008 – World Outfitters Corporation (the “Corporation”) (TSX-V: SAF). On December 5 2008, The Corporation announced a partnership agreement with the Shanghai Business Travel Service Co. Ltd to develop and market the Corporation’s products in China.

This partnership agreement will enable the corporation, directly from its new Shanghai office, to offer to the Chinese population, the chance to experience a unique Quebec experience. A specific product was put together by the WOC team adapted to this very unique and promising market with the help of our new Partners of the Shanghai Business International Travel Service. The goal is to initiate our Chinese clients to the hunting culture of Quebec during their visit which will cover all aspects of the hunt starting with a hunter safety course followed by training and participating in an actual first hunt, - says Nicolas Laurin, Chief Executive Officer of World Outfitters Corporation.

About Shanghai Business Travel Service Co. Ltd

The Shanghai Business International Travel Service Co. Ltd, is the largest “Privately owned” business travel agency in China. They are present in all 29 provinces of China and it organizes travel for more than 20,000 clients every month from which 10,000 are outbound (international trips).

About World Outfitters Corporation

As a recipient of the Gold award at the Gala des Grands Prix du Tourisme in the Outfitting 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 North Eastern Quebec operating in its line of business. It intends to rely on recognition of its brand in order to develop its activities worldwide.

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

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