



Dussault on A&E's Hit TV Show Gene Simmons Family Jewels April 29

2008-04-24 11:08 ET - News Release

LOS ANGELES -- (Business Wire)

Dussault Apparel, Inc. (OTCBB:DUSS) – Dussault Apparel™ Founder and Head Designer Jason Dussault is pleased to announce the opening of the Company's US flagship store, the Dussault Motel Store in Los Angeles on Melrose Avenue, will be featured on the television series Gene Simmons Family Jewels on Tuesday, April 29, 2008. The episode is entitled, *Li'l Gene*.

Gene Simmons Family Jewels, www.aetv.com/familyjewels, is the award winning hit reality TV series starring legendary rock star Gene Simmons and his unconventional family. This is the first of two episodes in the current season featuring Jason Dussault and the Dussault Apparel™ brand. Just this past week Dussault was in Whistler, BC, Canada, shooting the second episode which will air later in the season. Dussault states, "It was a pleasure working with Gene and his production team, and being on the show is an incredible opportunity for Dussault Apparel™ brand awareness as the show is seen in several countries."

Dussault continues, "I have always looked up to Gene as a role model. My teenage dreams became a reality when I got to meet the man himself and we hit it off, the result being the MoneyBag label which we launched in May 2007. After working with him for the last 18 months I have established a very close friendship and working relationship with him. My respect and admiration has goes up each time I am with him. I am very excited about the MoneyBag line and the multiple directions we can take it." www.genesimmonsmoneybag.com

Simmons has owned the trademarked MoneyBag logo for over 25 years, and uses it on his magazines, book imprints, record company and other areas. Until he met Jason Dussault, he held off on going out into the marketplace with a street wear line. Simmons comments, "It has to do with finding a kindred spirit. And, Jason is it. He and I share a

passion for only doing things in life that mean something. Together we are creating cutting edge, in-your-face fashions that were launched in the US at the Dussault Melrose store opening in November and Gene Simmons Family Jewels was there for the party.”

In addition, Jason Dussault is pleased to announce that Criss Angel, star of the *MINDFREAK* TV series, also attended the opening and shot an episode for his series, air dates to be announced at a later date. “It was a great honor to meet and work with Criss Angel and I was invited to be on a second episode shot at Criss’s birthday party which will also air this season. To be exposed to Criss’s audience will be a great expansion of our brand’s reach,” says Dussault. www.aetv.com/criss_angel

GENE SIMMONS co-founded KISS 34 years ago. It continues to be the Juggernaut of licensing and merchandising and has just come off of the 5x Platinum selling *KISSOLOGY* DVD Box Set, which debuted at #1, and the 3x *Platinum KISS ALIVE I, II, III, IV* box set. Among other activities: *KISS COMICS GROUP* joint venture, the *SIMMONS COMICS GROUP* joint venture, *SIMMONS ABRAMSON MARKETING* (which does worldwide branding/marketing for the *INDY RACING LEAGUE*), the TV series *GENE SIMMONS FAMILY JEWELS*, and the cartoon *MY DAD THE ROCK STAR* on Nickelodeon. Simmons is a Venture Capital advisor, Real Estate developer and the man with the most prodigious tongue on the planet.

Gene Simmons Family Jewels was honored with a Bronze Award by the 29th Annual Telly Awards. The Telly is the premier award honoring outstanding local, regional and cable TV programs, as well as the finest video and film productions. For this award Gene Simmons Family Jewels was chosen from more than 14,000 entries from around the world. A&E reports that the Gene Simmons Family Jewels second episode was #1 most viewed among all cable networks in the 10 pm hour among adults 25 thru 54 years of age.

Dussault Apparel, Inc., is a designer, manufacturer, wholesaler and retailer of high-end quality apparel, its expanding product line includes custom designed hoodies, jeans, jewelry, t-shirts, hats and leather goods. An accelerated growth company, Dussault Apparel, Inc. trades on the Nasdaq OTC: BB as DUSS.

Press images: www.dussaultapparel.com/press

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Forward-Looking Statements

This news release contains “forward-looking statements,” as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, any increase in the Dussault Apparel brand awareness as a result of exposure on the “Family Jewels” or “Mindfreak” television programs.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, Dussault’s ability to design and manufacture its products, the ability of the products to gain market acceptance, and the difficulties faced by an early stage retail fashion company in the competitive retail fashion industry. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although the Company believes that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the Company’s recent current reports on Form 8-K, our annual report on Form 10-KSB, our quarterly reports on Form 10-QSB, and other periodic and current reports filed from time to time with the Securities and Exchange Commission.

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