



Los Angeles CA (August 8, 2007)
Dussault Apparel, Inc. (the "Company") (OTCBB:DUSS)

Dussault Apparel™ Sponsors Indy Car

Jason Dussault, Founder, Chairman and Chief Creative Officer of Dussault Apparel Inc., is pleased to announce that Dussault Apparel™ has been invited to sponsor and design a car to be run in the IndyCar® Series (www.indycar.com). Dussault Apparel™ will be sponsoring and creating the graphic design for a race car with the Roth Racing team, owned by fellow Canadian Marty Roth. The Dussault™ sponsored car will participate in the September 9th Peak Antifreeze Indy 300, presented by Mr. Clean, at the Chicagoland Speed Raceway. This is the IndyCar® Series final race of the season to determine the 2007 IndyCar® Series Champion and will be broadcast by ABC seen in over 200 countries.

Jason Dussault states, "When Rich Abramson, from Simmons Abramson Marketing, approached us with this opportunity we were thrilled at the chance for Dussault™ to be involved with the IndyCar® Series. We believe this is an exceptional prospect for building brand exposure and establishing strategic corporate alliances. Working with Gene Simmons, our partner in Gene Simmons MoneyBag™, and the incredibly successful "I Am Indy" marketing program is an effective and exciting way of putting the Dussault Apparel™ name in front of millions of people over an extended period of time."

Terry Fitzgerald, President, Dussault Apparel™, states, "Simmons Abramson Marketing has done wonders for the marketing of the IndyCar® Series and we are excited to work together with them on a Dussault Apparel™ sponsored car. Our Company appreciates the occasion to market our line of premium clothing and leather goods to a truly world wide audience."

Gene Simmons and Rich Abramson, of Simmons Abramson Marketing, the outside marketing arm for the the IndyCar® Series, state, "Dussault Apparel™ and the IndyCar® Series, the meeting of two worlds, style and speed."

Dussault Apparel, Inc. has an agreement to acquire the premium fashion brand Dussault Custom Ink™ (www.dussaultink.com). 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 Custom Ink™ is opening its flagship location in Los Angeles, California, on fashionable Melrose Ave.

www.dussaultapparel.com

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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, the eventual participation of a Dussault sponsored car in the September 9th Peak Antifreeze Indy 300 race, or the building of brand exposure through participation with the IndyCar® Series.

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.