



DUSSAULT APPAREL FOUNDER JASON DUSSAULT AND GENE SIMMONS TO APPEAR AT THE SIA.09 SNOWSPORTS TRADE SHOW IN LAS VEGAS

Las Vegas, (12/January/2009) Dussault Apparel, Inc. [OTCBB: DUSS] is pleased to announce that the Company Founder Jason Dussault will be attending the SIA.09 SnowSports Trade Show 2009 SIA Ski and Snowboard convention in Las Vegas with rock legend Gene Simmons.

Dussault and Simmons will be showing their latest collaborations of hats and beanies to be released later this year under the MoneyBag™ moniker, as well as wallets, belts and luggage. Each item features the Gene Simmons created and designed MoneyBag™ logo.

The SIA.09 SnowSports Trade Show, the world's foremost ski and snowboard convention, takes place Tuesday, January 27 to Friday, January 30, 2009 at the Mandalay Bay Convention Center. This trade, professionals and superstar participants' show will deliver the largest, most concentrated and authentic trade event in the snow sports industry with nearly 20,000 attendees. The show launches the styles, technologies, innovations, culture, and energy of snow sports presented by close to 1000 brands.

http://www.snowsports.org/sia_shows_events/2009_trade_show

Jason Dussault comments, "Growing up in the snow sports capital of Canada, British Columbia, the ski and snowboard industry is one that I admire, have first hand knowledge of and respect for. I am pleased to be finally making my mark as a designer in this ever-growing marketplace. Since every top brand, and every elite retailer and dealer from the US and Canada will attend this show, we are excited to display our goods and submit them for orders to domestic and international sales representatives."

Dussault Apparel™ sales agent Michael Rosen of LivinTheDream, Inc., and SIA SnowSports Regional Rep of the Year Award 2006/2007, states, "Having Gene Simmons in town to promote the new **MoneyBag** line of apparel will really heat up attention for the brand in this new territory for them. The product is of great design and fantastic quality and I look forward to helping sell and promote the product at this great event."

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.
www.dussaultapparel.com

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MoneyBag™ 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, the participation of Gene Simmons at the SIA.09 Snow Sports Trade Show 2009 SIA Ski and Snowboard convention in Las Vegas. 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.