



## **Dussault Apparel™ Signs Deal with Leading European High-End Fashion Distributor**

**Los Angeles, CA (01/29/2008) Dussault Apparel, Inc. [OTCBB: DUSS]** – Dussault Apparel™ is pleased to announce that the Company has closed a deal with The Fashionrepublic AG, a leading European distributor and Germany's #1 leading distributor for high-end fashion to represent all Dussault Apparel™ brands in Germany, Austria and Switzerland.

Headquartered in Berlin, Fashionrepublic AG ([www.thefashionrepublic.com](http://www.thefashionrepublic.com)) has field offices in many different countries and also distributes to territories such as Russia, and Eastern Europe. With yearly sales in the multi-million dollar range, they ship to over 800 retailers in their territories, repping lines such as Christian Audigier, Ed Hardy and Joe Jeans.

Fashionrepublic AG will introduced Europe to the Dussault Apparel line at the Bread And Butter European Apparel Trade Show in Barcelona, Spain, January 18-20, 2008. Featuring more than 1,000 exhibitors and close to 100,000 visitors, this is Europe's premier apparel trade show for the year.

**Terry Fitzgerald, President, Dussault Apparel, Inc.**, states, "As we focus on expanding our worldwide distribution network, we are pleased to announce our affiliation with such a reputable and well-respected company as The Fashionrepublic AG. They have countless years of knowledge and sales experience in the German, Austrian and Swiss marketplace, to be associated with them and for them to carry our entire product line, is truly an honor."

Dussault Apparel™ is also pleased to report that the Company has expanded its North American retail distribution network to now include resellers in every major Canadian market as well outlets in New York, Boston, Texas and Los Angeles. Retailers are reporting back that response to the Winter/Spring 2008 collection is terrific.

**Terry Fitzgerald, President of Dussault Apparel™** states, "Our first holiday season in the US marketplace proved to be an extremely positive one for Dussault Apparel™. We increased the number of retailers carrying our product month after month leading up the end of December and will carry on that progress well into 2008 with even more fervor and determination. The fourth quarter of 2007 proved to be our most positive for sales in company history in regards to orders in our launch country of Canada. We penetrated into new markets in Canada and the US and increased sales within long term retail partners across the board."

**Marcello Leone, Head Buyer for Leone**, comments, "I have been the head buyer at Leone, one of Canada's premier independent retailers, for many years. I have seen many fashion companies come and go over the years. My company was an early adopter of the Dussault brand and to date it remains one of our top tier lines. Dussault Apparel™ is a top selling brand for us and has earned the distinction of never having had any of its products reduced in price to date. A statement like that speaks for itself."

**David Goldman, Owner, BOYS' CO**, Vancouver, Canada, continues, "As the owner of BOYS' CO, a leader among trendsetting retailers in our market, I am continually keeping my eyes open for the next big thing that can deliver original style to Vancouver men. When Dussault walked through the door, we fell in love with the designs and attention to detail. The product we ordered for the holiday season sold out weeks before we predicted and thus initiated a second, larger order shortly thereafter. We're pumped about having such a promising brand as Dussault Apparel in our line-up of super collections."

**Albert Adell, Buyer/Account Executive, YRB store, New York**, comments, "I love the Dussault Apparel™ line and carrying their product in our store on Broadway in New York. The product started to move out the door on the first day we had it in the store. I look forward to a long relationship with Dussault Apparel™."

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](http://www.dussaultapparel.com)

For more information please contact:

Investor Relations  
Jeremy Poirier  
1-877-322-2732  
[jp@seacoveir.com](mailto:jp@seacoveir.com)

Media Relations  
Tina Baird  
310-424-5244 (US) / 604-628-4946 (Canada)  
[tb@dussaultapparel.com](mailto:tb@dussaultapparel.com)

### **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 distributions or sales through Fashionrepublic AG in Europe, the introduction of the Dussault line at the Bread and Butter Trade Show in Barcelona, continuing to increase sales in 2008, ongoing relationships with existing retail partners, establishing further retail partners, and the results of actual sales for 2007.

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.