



## DEUCE LAUNCHES IN U.S. NAME CHANGES TO DUSSAULT WINS AT MAGIC SHOW

Vancouver, BC (March 5, 2007) – Jason Dussault, designer and owner of DEUCE CUSTOM INK, is pleased to announce that the launch of his company in the U.S., at the Magic Show in Las Vegas this month, was a huge success. With expansion into the U.S. the Company name has been changed to DUSSAULT CUSTOM INK.

Dussault states, “As I looked forward to the opening our Los Angeles flagship store in the late spring at 8010 Melrose I was faced with a challenge, the name DEUCE had already been taken. I fought long and hard with the idea of going toe-to-toe with trademark lawyers then realized...this is a blessing in disguise! My solution, return the brand to its original source of strength: **DUSSAULT CUSTOM INK.**”

Dussault continues, “This was our first year of displaying our lines in the U.S. at the MAGIC SHOW in Las Vegas and we strut away with an award for MOST INNOVATIVE BOOTH DESIGN. In the company of thousands of awesome clothing lines that we had the pleasure of sharing the floor with, this is a great honor and a forerunner of what is to come.” At Magic DUSSAULT CUSTOM INK also launched the MONEYBAG street wear line of clothing which is a partnership with Gene Simmons. MONEYBAG will be carried at all DUSSAULT stores and outlets.

<http://www.deucejeans.com/magic/index.html>

<http://praxisblaze.com/movies>

Press images: <http://www.deucejeans.com/magicpress/index.php>)

DUSSAULT CUSTOM INK is a unique and forward thinking, high-end street wear clothing line from Vancouver. Gritty yet luxurious, dark and yet extremely comforting. From the “worthy-of-royalty” Chinese silk lining and ornately embroidered patchwork of the Hoodies, to the individualized color coded stitching of the denim, DUSSAULT is designed to make wearers red carpet ready. Since its launch in October 2005, DEUCE has met with remarkable success. It is the top selling line at Leone's L2 Boutique, a Vancouver fashion institution that caters to those with only the most discerning tastes.

Jason continues, “DUSSAULT CUSTOM INK is my brainchild. Surrounded by a team of fashionistas, rockers, tattoo artists, rappers, and graphic prodigies, DUSSAULT has drawn water from many different pools to create the perfect blend of magic. Inspired by works like S.E. Hinton's *The Outsiders*, Walter Hill's *The Warriors*, and Nicholas Ray's *Rebel Without A Cause*, DUSSAULT has created a line that blends a sense of nostalgia with a promise for the future.

The cavalcade of celebrities adorned in DEUCE ranges from Gene Simmons of K.I.S.S. to the B.E.P., from Robin Williams to Pam Anderson, and so on. The list is already long enough to make Santa jealous and continues to grow as the clothing evolves. DUSSAULT - Custom Made Stardom.

[WWW.DUSSAULTINK.COM](http://WWW.DUSSAULTINK.COM)

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