

DUSSAULT APPAREL INC.

Dussault Apparel Inc™ and Gene Simmons MoneyBag™ Brand Announces a New Strategic Alliance with Concept One Accessories

Vancouver - May 1st 2009 - Today, in a joint announcement from Jason Dussault, Chairman and Head Designer for Dussault Apparel™ (DUSS: OTCBB), and Gene Simmons owner of the Gene Simmons MoneyBag™ Brand, they finalized the signing of a long-term exclusive apparel and accessories license agreement and strategic brand building alliance for the Gene Simmons

Money Bag™ Brand with New York City based Concept One Accessories. Concept One is recognized as America's premier resource for licensed fashion, sports, and entertainment accessories. Under the license agreement, Jason Dussault has agreed to provide sales and design services to the venture and will be transferring royalty fees to Dussault Apparel™.

Dussault commented, "This opportunity represents a major strategic shift for Dussault Apparel™ to focus on its core strength in design and merchandising development and work closely with Gene Simmons and Concept One in building a strong Extreme MoneyBag™ Brand Collection in apparel and accessories targeted initially at the Adrenaline and Action Sports market."

Michael Rosen of Livin' The Dream and Extreme MoneyBag™ sales agent remarked, "In my 20 years in the action sports industry I don't think I have ever seen a brand launch with this much excitement. The dealers we have met with have all been interested in bringing in the line and see the potential for brand expansion. The rep force all feel the same or they would not be here. We have the top reps in the industry giving us access to the top shops. We really have everything we need to make MoneyBag a huge success"

Gene Simmons and Jason Dussault successfully introduced the Extreme MoneyBag™ Brand Collection to enthusiastic audience of buyers and action sports retailers at the February SIA Show in Las Vegas. The story of the introduction will be featured this summer on A&E in segments of Gene Simmons Family Jewels reality series.

Jason Dussault added, "Concept One has built successful licensed apparel and accessories with such well known brands as Sean John, X Games, Xbox, Levi's Red Tab Disney and the United States Polo Association. In addition, they have built successful programs with key league sports properties including: The National Football League, Major League Baseball, The National Basketball Association and The National Hockey League. Concept One's entertainment product line has an impressive roster of current and legendary rock bands."

Sam Hafif President and Founder of Concept One' stated, "We love the combination of Gene's in your face style, and Jason's edgy design. The board culture is bound to adopt MoneyBag™ as their new counterculture lifestyle brand. Concept One is excited to be part of the launch of this brand. We will be launching tee shirts, hoodies, and headwear for the Fall/Winter 20098 Season, followed by small leather goods, bags and other apparel categories."

Concept One is the premier resource for licensed fashion, sports, and entertainment accessories. Its integrated portfolio contains an unprecedented offering - creating the ultimate go-to resource for men's, women's and Cchildren's licensed accessory products.

Gene Simmons co-founded KISS 35 years ago. KISS is selling out stadiums around the world on its 35th Anniversary Tour. And KISS continues to be the Juggernaut of licensing and merchandising. KISS latest release KISSOL-OGY DVD Vol I, II, III has sold an astonishing 20 X Platinum in America (certified: RIAA) and debuted at #1. Among other activities:, 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 (now in its fourth season), and the cartoon MY DAD THE ROCK STAR on Nickelodeon. Sim mons 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.

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 success of the Money Bag Brand.

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-Q, and other periodic and current reports filed from time to time with the Securities and Exchange Commission.