



## DUSSAULT CUSTOM INK & GENE SIMMONS' MONEYBAG ANNOUNCE JOINT VENTURE FIRST LIMITED EDITION MONEYBAG PRODUCTS AND WEBSITE

Vancouver, Canada (May 23, 2007) –GENE SIMMONS and Designer JASON “DEUCE” DUSSAULT, of DUSSAULT CUSTOM INK, are proud to announce the **launch of the MoneyBag website** and the **first Limited Edition Line** of their bold new Street Wear MoneyBag label. Both are the creations of designer Jason Deuce Dussault.

**The website**, a DUSSAULT CUSTOM INK Production, was created by Jason. He states, “My love of cinema combined with wanting to create a very cool interactive site brought about the idea of having videos on the site with characters showcasing the products. Our site launch introduces **APPAREL FOR PLAYERS** with characters **Juan Love, Nick Dasher** and **Sugar**. Watch for upcoming episodes and characters as our product line expands. Visit: [www.GeneSimmonsMoneyBag.com](http://www.GeneSimmonsMoneyBag.com)

**The first MoneyBag Limited Edition product is a new line of T-shirts for men.** Every piece is hand painted and detailed for a truly one of a kind custom feel. With nostalgic inspired materials, each T is two separate colors of cotton, woven together, bleached and hand dyed. They are enzyme washed to soften and appliquéd with the highest quality embroidery. No two are alike. Perfect for summer, these T's are all individually signed by Gene and, if one desires, the signature can be cut from the label. The T's are made in the DUSSAULT studio in Gastown, Vancouver, and are only available ONLINE. Jason states, “We have hundreds requests lined up for MoneyBag products and only 500 of this Limited Edition are available, so you can bet that these are going to go fast.” The T's retail for \$250. USD. Other upcoming MoneyBag products include hoodies, belts, wallets, purses and hats. Press Images: <http://www.GeneSimmonsMoneyBag.com/press/springT/>

**Simmons states**, “I have owned the trademark MONEYBAG logo for over 25 years. I have used it on my magazines, book imprints, my record company and a few other areas. Until I met Jason Dussault, I held off on really going out into the marketplace in the street wear line. It has to do with finding a kindred spirit. And, Jason is it. He and I share a passion for only doing things in life that mean something. Together we are creating cutting edge, in-your-face fashions. The MoneyBag Line, at long last, has become a reality.”

**Dussault states**, “One of the reasons my attendance in high school was almost non existent was due to a man who I have always looked up to as a role model, Gene Simmons. I spent hours a day dressing, singing and emulating my idol for an upcoming air band, or drawing Gene's character as the Demon all over my notebooks. My teenage dreams became a reality when I got to meet the man himself and we hit it off, the result being the MoneyBag collaboration. It is my great honor to co-release the first products of our line.”

GENE SIMMONS co-founded KISS 34 years ago. It continues to be the Juggernaut of licensing and merchandising and has just come off of the 5x Platinum selling KISSOLOGY DVD Box Set, which debuted at #1, and the 3x Platinum KISS ALIVE I, II, III, IV box set. Among other activities: KISS COMICS GROUP joint venture, 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, and the cartoon MY DAD THE ROCK STAR on Nickelodeon. Simmons is a Venture Capital advisor, Real Estate developer and the man with the most prodigious Tongue on the planet.

Jason's company, DUSSAULT CUSTOM INK, known as DEUCE in Canada, is a unique high end urban street wear line from Vancouver. Surrounded by a team of fashionistas, rockers, tattoo artists, rappers, and graphic prodigies, Jason has created a line that blends a sense of nostalgia with a promise of the future. From Worthy-of-Royalty Chinese silk lining and ornate patchwork on the one-of-a-kind hoodies, hand-painted and embellished with elaborate tattoo inspired embroidery, to the individualized color coded stitching of the denim, DUSSAULT is designed to make wearers red carpet ready. Gritty yet luxurious, dark yet extremely comforting, DUSSAULT has recently designed hoodies for Pamela Anderson, Nelly Furtado, Carmelo Anthony, B.E.P., and Robyn Williams. This list is already long enough to make Santa jealous and continues to grow. DUSSAULT - Custom Made Stardom. <http://www.dussaultink.com>

The DEUCE, DUSSAULT and soon the MoneyBag Lines are available in Vancouver at the DEUCE store, 56 Powell Street in Gastown, and at L2 Leone, and at our new LA store opening this summer at 8010 Melrose.

-30-

Media Contact: Tina Baird, [tinabaird@shaw.ca](mailto:tinabaird@shaw.ca), 310-424-5244 (US) & 604-628-4946 (Canada)