

MEDIA RELEASE



DEUCE ANNOUNCES SPONSORSHIP OF A BURIED LIFE

Vancouver, BC (October 30, 2006) – Jason Dussault, Owner/Designer of Vancouver fashion company DEUCE CUSTOM INK, announces sponsorship of The Buried Life Squad (www.theburiedlife.com).

The Buried Life is a group of guys from Victoria BC who have an epic list of 100 things they want to do before they die. They state, “Lead a parade (#2), sleep in a haunted house (#12) and open the six o’clock news (#1) are some of the growing number of tasks completed so far. Our mission: to attempt all 100 things while aiding and inspiring others to tackle their own to do list. Buried beneath day-to-day commitments people sometimes forget how valuable and fantastic it is to have dreams. These are the things that bury great ideas. We’re here to unbury them. We’re here to help you tackle your list. So we challenge you with the ultimate question: What do you want to do before you die?”

Jason adds, “I am so excited to support The Buried Life and what they are doing because it fits so well with my believe and why I started DEUCE CUSTOM INK, which had been my dream since I was a kid. It’s refreshing to meet hard working professional entrepreneurs with a unique idea that touches people on a real level. We here at DEUCE are sponsoring the Buried Life because they are an inspiration and are inspiring others to go for it, whatever it is that is important.”

DEUCE is also a sponsor of the **21st Gemini Television Awards** taking place in Vancouver on November 4, 2006. www.geminiawards.ca

DEUCE CUSTOM INK is high quality street wear with edge, sex appeal and individuality. Jeans, t-shirts, accessories and unique, no-two-alike Hoodies are DEUCE’s specialties. Luxury original clothing with a vintage core, designed to make wearers look and feel like Rock n’ Roll bad asses, DEUCE combines nostalgia and in-your-face iconic imagery fueled by Dussault’s fearless sense of style. Inspired by 1970’s Americana and street culture, this cutting edge urban clothing is “Made in Canada.”

DEUCE’s most popular item is the Zip-Hoodie. Individually hand-painted and embellished with elaborate tattoo inspired embroidery and lined with silk, velour and vintage fabrics, each piece is one-of-a-kind and individually signed. DEUCE has recently designed Hoodies for *Black Eyed Peas*, *Everlast*, *Swollen Members*, Kidd Rock, Jessica Alba, Nicole Ritchie, Terrance Howard, Robin Williams, Todd McFarlane, David Foster, Michael Bubl , Clay Aiken, Daisy Fuentes, Olivia Newton John, George Lopez, Matt Goss, Cory Lee, DJ Tiesto, Armin Van Buuran, DJ Tazix, and NHL players Todd Bertuzzi, Sheldon Souray & Craig Rivet. DEUCE is currently designing custom items for celebrities including Joey Kramer (*Aerosmith*) and Vancouver Hip Hop artist Kinny Star.

DEUCE Headquarters - 56 Powell St., in Gastown, Vancouver, BC, Canada.

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