



## **Dussault Apparel(TM) Announces Stephen Encarnacao to Join Advisory Board**

2008-09-29 09:00 ET - News Release

LOS ANGELES, CA -- (MARKET WIRE) -- 09/29/08

Dussault Apparel, Inc. (OTCBB: DUSS) Dussault Apparel □ Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce that Stephen Encarnacao has joined the Board of Advisors for Dussault Apparel □.

Mr. Encarnacao has over 30 years of executive management experience. He is probably best known as Reebok's Senior Marketing Executive during its meteoric rise in the mid 1980s from under \$50 million in sales to over a \$1 billion in less than 3 years. As well as Reebok International, he has worked in senior management positions with footwear and apparel related companies Puma USA and Converse, at the H.J. Heinz Company (Ore-Ida and Weight Watchers), and he has served as Senior Management Advisor and Consultant to a broad array of consumer brands including Airwalk, Uggs, Teva, Russell Athletic and Spalding. He continues to maintain a strong network of relationships with apparel and footwear industries and is currently the CEO of Dayton Boots Inc.

Jason Dussault comments, "Stephen not only brings tremendous business management skills to Dussault Apparel □, he also brings an understanding of brand awareness and marketing having worked with some of the largest and most successful companies in the world. He will bring invaluable expertise to the Company moving forward in an effective manner."

Stephen Encarnacao comments, "Dussault Apparel represents a unique opportunity to create a major consumer brand. Jason and his team have built a strong brand foundation based on quality design and product that has already received rave reviews from consumers and retailers alike. I look forward to working with the Dussault Apparel □ Team and joining them in building the Dussault □ Brand."

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 OTCBB as DUSS.

Press images: [www.dussaultapparel.com/press](http://www.dussaultapparel.com/press)

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#### 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.

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.

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