



## **Dussault Apparel(TM) Signs LOI With Angel Productions Worldwide Incorporated**

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LOS ANGELES, Aug. 4 /PRNewswire-FirstCall/ -- Dussault Apparel, Inc. -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce that the Company has signed a Letter of Intent (LOI) with Criss Angel's company, Angel Productions Worldwide Incorporated (APWI), to design and produce apparel and accessories.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080804/LAM036>)

The LOI signed is for Jason Dussault (or Dussault Apparel(TM)) to design and produce with Criss Angel his MF13(TM) line of apparel including Jeans, T-shirts and Accessories to be sold exclusively at the Criss Angel Mindfreak store located in the Luxor Hotel in Las Vegas and online through the Criss Angel website, <http://www.crissangel.com>. Additionally Jason has co-designed a logo for CRISS ANGEL Believe(TM) that may be used on a full range of souvenir merchandise.

The LOI with APWI is also for Dussault(TM) to design and produce a collection of T-shirts for Criss's new illusion based CRISS ANGEL Believe(TM), the highly anticipated Criss Angel Cirque du Soleil production opening at the Luxor Hotel in Las Vegas on October 10th, 2008. The CRISS ANGEL Believe(TM) merchandise will be sold exclusively at the CRISS ANGEL Believe(TM) store at the Luxor Hotel.

"I am a huge fan of Criss," states Jason Dussault. "After spending time with him, both at our flagship store opening in Los Angeles, which he filmed for his television series, and reviewing the story boards for CRISS ANGEL Believe(TM) I could not be more inspired. I feel that the products I will be co-designing and producing for the Criss Angel MF13(TM) line and the T's for CRISS ANGEL Believe(TM) will be my best art to date."

Criss Angel comments, "I am very excited to be working with Jason Dussault on the creation of my MF13(TM) clothing line. CRISS ANGEL Believe(TM) will be unlike any show the world of entertainment has ever seen. The samples we are creating already reflect my lifestyle. Live the life!"

Criss Angel is the world-renowned American mystifier, magician, musician, escapologist, stunt performer and actor. He is best known as the star, creator, director and executive producer of his own highly rated and critically acclaimed television show, Criss Angel Mindfreak which airs on the A&E Network. Launched in July 2005, the show is beginning its fourth season giving Criss more hours of televised magic than any other person in history. The show is filmed at the Luxor Hotel. Jason Dussault and the Dussault Apparel(TM) LA store launch party will appear in Season 4, dates tba.

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. <http://www.dussaultapparel.com>

#### 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, entering into a definitive agreement as required by the letter of intent, or the eventual design and production of any apparel for the Criss Angel stores or website as contemplated by the letter of intent.

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.

Dussault Apparel, Inc.

CONTACT: Jeremy Poirier, Investor Relations, 1-877-322-2732, [jp@seacoveir.com](mailto:jp@seacoveir.com), for Dussault Apparel, Inc.; or Tina Baird, Media Relations of Dussault Apparel, Inc., US, +1-310-424-5244, Canada, +1-604-628-4946, [tb@dussaultapparel.com](mailto:tb@dussaultapparel.com); or Steve Flynn, +1-702-889-2705, [steve@sfep.com](mailto:steve@sfep.com), for Angel Productions Worldwide Incorporated

Web site: <http://www.dussaultapparel.com/>  
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