



Dussault Apparel Launches Deuce Apparel Collection with Concept One  
Vancouver BC August 6<sup>th</sup> 2009 (DUSS OTCBB) Dussault Apparel Inc (the "Company") today announced that its Deuce Collection brand of head wear will be available this fall at an international retail chain with stores across North America through a distribution arrangement with Concept One.

Concept One has received an initial order of 4000 qty 1000 of each style that was presented in the Fall 2009 collection of Deuce by Dussault hats for distribution to stores in early November 2009. "We are delighted to be working with such a dominant distributor as Concept One" said Jason Dussault, President and CEO of Dussault Apparel Inc "I couldn't be happier with the delivery date of early November in time for the all important holiday season and this opportunity brings the brand to more locations than we have ever had" added Dussault

Sam Haif of Concept One commented "I am very happy with this opening order. The retailer is one of our key accounts and they were very excited about the line"

Dussault Apparel, Inc. is a designer, manufacturer, wholesaler and retailer of high-end quality apparel, its product line includes custom designed hoodies, jewelry, t-shirts, hats and leather goods. Dussault Apparel, Inc. trades on the Nasdaq OTC: BB as DUSS.  
[www.dussaultapparel.com](http://www.dussaultapparel.com)

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 children's licensed accessory products.

#### **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 availability of the Deuce Collection brand of headgear in the fall of 2009 at an international retail chain or any future sales of the collection.

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-K, our quarterly reports on Form 10-Q, and other periodic and current reports filed from time to time with the Securities and Exchange Commission.

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