



Dussault Apparel(TM) IndyCar Team Sponsorship Expands Two Cars and Promotional Contest

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Jason Dussault, Founder, Chairman and Chief Creative Officer of Dussault Apparel, Inc. (OTCBB:DUSS) is pleased to announce that Dussault Apparel™ is doubling its IndyCar® Series Team sponsorship to two cars and a Promotional Contest.

Dussault Apparel™ has been invited to sponsor and design an additional car for the Roth Racing Team, owned by fellow Canadian Marty Roth. The Dussault™ sponsored **cars will be driven by Marty Roth**, team owner and driver, and **P.J. Chesson**, one of racing's most interesting personalities. Both cars will participate in the September 9th Peak Antifreeze Indy 300, presented by Mr. Clean, at the Chicagoland Speedway. This is the IndyCar® Series final race of the season to determine the 2007 IndyCar® Series Champion and will be broadcast by ABC and seen in over 200 countries.

As well, Dussault Apparel™ is sponsoring the **Promotional Contest "NAME THE DUSSAULT GREEN MONSTER"** in partnership with Simmons Abramson Marketing and Roth Racing via IndyCar.com. The Green Monster is the main element of the cars' graphic design. The winner, who will be announced on September 7 in time for the Chicagoland race, will receive a poster of the Dussault Apparel™ sponsored cars autographed by the drivers Marty Roth and P.J. Chesson, Gene Simmons and Jason Dussault, plus a custom designed premium Dussault Apparel Hoodie from the Dussault's new Monster line. Entrants can submit their Monster Names by going to any of the following sites: www.dussaultink.com, www.indycar.com, www.rothracing.ca, www.GeneSimmonsMoneyBag.com, and www.GeneSimmons.com.

Jason Dussault comments, "It was a pleasure spending time with Marty Roth and P.J. Chesson at the test drives in Chicago last week and to see the Dussault Apparel™ sponsored cars. I wanted to bring a design to an IndyCar® Series car that showed our attention to detail and showcased our unique and ever expanding brand and I am pleased to report that Roth Racing has helped me to accomplish my vision. Marty's integrity and attention to detail and passion for high performance are exactly what Dussault Apparel™ is all about. Fast cars, passion, rock and roll and fashion, it all works so well together. A perfect fit with Dussault Apparel™."

Terry Fitzgerald, President, Dussault Apparel™, adds, "We are thankful for the opportunity to work with Roth Racing to promote our brand to the IndyCar Series extensive, worldwide fan base. The cutting edge, hardcore design of our Dussault Apparel IndyCar Series car gives insight to our Company's design, branding and image strategy. Dussault Apparel™ is a force to be reckoned with both on and off the track."

Marty Roth, comments, “It’s like the dream team, having Dussault Apparel™ as our primary sponsor for the Peak Antifreeze 300 is incredibly exciting. Their high quality apparel has that edgy-out of the box thinking and there’s nothing more edgy or out of the box than IndyCar® racing and after meeting Jason the synergies between Dussault and Roth Racing were obvious – we are both driven by passion and commitment.”

Gene Simmons and Rich Abramson, of Simmons Abramson Marketing, the outside marketing arm for the IndyCar® Series, states, “Dussault really delivered for the IndyCar® Series, the design of this car jumps out at you, like nothing we’ve ever seen on the track.”

Dussault Apparel, Inc. has an agreement to acquire the premium fashion brand Dussault Custom Ink™ (www.dussaultink.com). 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 Custom Ink™ is opening its flagship location in Los Angeles, California, on fashionable Melrose Ave.

Press Images: www.dussaultink.com/press (scroll to bottom of page)

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, the eventual participation of two Dussault sponsored cars in the September 9th Peak Antifreeze Indy 300 race, or the building of brand exposure through participation with the IndyCar® Series.

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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