



**Partner GENE SIMMONS at MAGIC Marketplace Promoting MoneyBag(TM) Line With Dussault Apparel(TM) August 27-30**

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LOS ANGELES -- (Business Wire)

**Jason Dussault, Designer, Founder, Chairman and Chief Creative Officer of Dussault Apparel Inc. (the "Company") (OTCBB:DUSS)**, is pleased to announce that **Gene Simmons** will be at the Dussault Apparel™ Booth at the MAGIC Marketplace, one of the most influential four days in the world fashion business, to promote MONEYBAG™, the bold new premium apparel line that is a partnership between Dussault Apparel™ and Gene Simmons. Designed by Jason, the line includes hoodies, T's, belts, wallets, purses and hats.

**Simmons states**, "I have owned the trademark MONEYBAG™ logo for over 25 years. I have used it on my magazines, book imprints, my record company and a few other areas. Until I met Jason Dussault, I held off on really going out into the marketplace with an apparel line. It has to do with finding a kindred spirit and Jason is it. He and I share a passion for only doing things in life that mean something. Together we are creating cutting edge, in-your-face fashions. The MoneyBag™ Line, at long last, is a reality."

**Dussault comments**, "I have always looked up to Gene as a role model and my teenage dreams became a reality when I got to meet the man himself and we hit it off, the result being the MoneyBag™ collaboration. It is my great honor to have Gene at the MAGIC Marketplace promoting MoneyBag™."

**GENE SIMMONS** co-founded *KISS* 34 years ago. It continues to be the juggernaut of licensing and merchandising and has just come off of the 5x Platinum selling *KISSOLOGY* DVD Box Set, which debuted at #1 and the 3 x Platinum *KISS ALIVE I, II, III, IV* box set. Among other activities: *KISS COMICS GROUP* joint venture, the *SIMMONS COMICS GROUP* joint venture, *SIMMONS ABRAMSON MARKETING* (which does worldwide branding/marketing for the *INDY RACING LEAGUE*), the TV series *GENE SIMMONS FAMILY JEWELS*, and the cartoon *MY DAD THE ROCK STAR* on Nickelodeon. Simmons is a Venture Capital advisor, Real Estate developer and the man with the most prodigious tongue on the planet.

**Dussault Apparel™ will be showing its expanding line of premium lifestyle apparel at the MAGIC Marketplace, from August 27-30, 2007, Booth # CT4933. MAGIC Marketplace:** Each February and August, the fashion industry converges on Las Vegas for one of the most influential four days in the business – the MAGIC Marketplace. MAGIC connects a global audience of serious buyers and sellers of men's, women's and children's apparel and accessories. Thousands of retailers spanning single store boutiques to mass market domestic and international chains come to the Marketplace to access more than 3,600 manufacturers showcasing over 5,000 brands and private label resources. MAGIC International is the world's largest and most widely recognized producer of trade shows for the apparel industry. ([www.magiconline.com](http://www.magiconline.com))

**Dussault Apparel, Inc.** has an agreement to acquire the premium fashion brand Dussault Custom Ink™ ([www.dussaultink.com](http://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.

[www.dussaultapparel.com](http://www.dussaultapparel.com) / [www.GeneSimmonsMoneyBag.com](http://www.GeneSimmonsMoneyBag.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 participation of Gene Simmons at the Company's booth at the MAGIC Marketplace.

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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