



**Dussault Apparel(TM) & Gene Simmons eXtreme MoneyBag(TM)
Announce Sponsorship of Elite Canadian Snowboarder Ryan R. Rausch**

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LOS ANGELES, CA -- (MARKET WIRE) -- 08/26/08

Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce the Company has an agreement with world class snowboarder Ryan R. Rausch to promote the Company's product as a corporate ambassador across the world in the ski and snowboard marketplace, a new and exciting arena for Dussault Apparel(TM) to market its product to.

Jason Dussault, Dussault Apparel(TM) Founder, comments, "The ski and snowboarding marketplace is a new one for Dussault(TM) and eXtreme MoneyBag(TM) and we are excited to have Ryan Rausch out on the slopes and in the resorts and villages representing our lines and spreading the good word of our company and its product. We expect to see Ryan on the winners podium rocking eXtreme Moneybag(TM) apparel many times this season! Ryan is the first of what we hope are many pro riders we will be sponsoring."

The deal calls for Rausch to wear eXtreme MoneyBag(TM) and Dussault Apparel(TM) clothing and accessories during domestic and international snowboarding contests as well as on the slopes during off-time. Rausch will also promote the two product lines to ski and snowboard retailers around the world as he competes on the snowboarding circuit. Having extensive connections within the marketplace, Rausch will help increase the eXtreme MoneyBag(TM) and Dussault Apparel(TM) penetration into the winter sports world, using his celebrity name and status.

Ryan R. Rausch has been called one of Canada's future "greatest snowboarders of all time." A member of the world's pro elite snowboarders, Ryan has 8 top 10 contest

finishes since 2006, with 2 wins. Both first place finishes took place in Japan, known to be one of the most difficult and challenging snowboarding locations in the world circuit. His first win was back in March, 2006 at the All Japan Nationals Slopestyle contest. Ryan's second win was a year later, February, 2007 at the PSA Nango Challenge Cup Halfpipe. Coming off these two sensational wins back to back within his first year on the circuit, Ryan was named the PSA (Pro Snowboard Asia) Tour Champion and Rookie of the Year.

This year and into 2009, Ryan will be competing in all the major contests and events around the world: North American, Europe and Asia, and looks forward to adding more wins to his already impressive collection. His attendance at the prestigious Canadian Nationals and Telus World Ski and Snowboard Festival, both in 2009, will garner him international awareness and increase his face time within the snowboarding fan base assembly.

Ryan appeared in one of the top 10 highest rated "Gene Simmons Family Jewels" television episodes, where he was "found" by Dussault Apparel(TM) Founder Jason Dussault and Gene Simmons and asked to become the Company rider for both. Ryan also has sponsorships from seven other major manufacturers and players in the snowboarding community.

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.

Ryan & eXtreme Press images: 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. Such forward-looking statements include, among other things, the eventual launching of the X-Treme MoneyBag line in the fall, expectations to see Ryan Rausch on the winners podium wearing eXtreme Moneybag(TM) apparel many times this season or that Ryan Rausch is the first of many pro riders we will be sponsoring or that Ryan Rausch will help increase the eXtreme MoneyBag(TM) and Dussault Apparel(TM) penetration into the winter sports world, using his celebrity name and status.

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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