



**Dussault Apparel(TM) and Gene Simmons MoneyBag(TM) Announces Addition of Two (2) California-Based Sales Representatives, LivinTheDream, Inc. and Jeff2 Sales, Inc.**

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LOS ANGELES, CA -- (MARKET WIRE) -- 08/28/08

Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce that the Company has come to an agreement with prestigious sales representatives LivinTheDream, Inc. and Jeff2 Sales, Inc., based in Tahoe City, California and Orange County, California, respectively.

The deal calls for LivinTheDream and Jeff2 Sales to represent the entire Gene Simmons eXtreme MoneyBag(TM) lines of products across the entire state of California, gaining access to new retail chains and locations that the Company is not currently associated with. Items represented under this line shall include headwear including hats and beanies (toques), gloves, t-shirts, bandanas and other related merchandise.

Dussault Apparel(TM) Founder Jason Dussault comments, "I personally talked to many California-based reps before choosing LivinTheDream and Jeff2 Sales. I was really impressed by their level of professionalism. They and their companies are committed to the Dussault(TM) and MoneyBag(TM) preference of long-term retailer partnerships, while only working with the cream of the retail marketplace. The ski and snowboard retail arena is a new one for the Company and we always welcome new growth into new markets."

Michael Rosen, Founder of LivinTheDream, will also be brought on as a strategic partner to introduce the Dussault(TM) and Gene Simmons MoneyBag(TM) lines of products to other sales reps within the North American marketplace. Rosen has relationships and an extensive network of sales representative contacts both in the United States and Canada

and will help Dussault(TM) procure other reps within the ski and snowboarding community to help sell and bring to market Company product in all states and provinces in the near future.

LivinTheDream, Inc. was founded in 2001. The agency principal Michael Rosen is joined by sales associates John Lyons, Rob Furtney and Jim Linnberg. LivinTheDream covers the territory of Northern California and Northern Nevada and generates over 8 million dollars in annual sales. LivinTheDream's goal has always been to provide their customers with relentless service coupled with the most knowledgeable sales force in the industry. As a testament to this, Michael was awarded the SIA Snow Sports Rep of the Year Award for 2006. This Award was based on retailer nominations and is representative of the entire agency's efforts. LivinTheDream currently represents K2 skis, K2 snowboarding, K2 Skate, Morrow Snowboards, and Yakima Products.

Jeff2 Sales, Inc. was established in 1998. The agency principals are Jeff Anderson and Jeff Darby. Combined, they both have over 17 years of manufacture representative and retail experience. In addition, Tommy Short and Lani Darby are full time sales associates each with over 10 years sales experience. They currently manage over 8 million in annual sales in the Southern California, Arizona, Clark County, Nevada and Hawaii markets. The goal of Jeff2 Sales is to offer their customers the very best in service combined with the most knowledgeable manufacturer representatives in the business. In addition, supplying their retailers with quality and profitable products. Current Lines Represented include, K2 Ski, K2 Skate, Level, Yakima and Obermeyer.

Jeff Darby comments, "I am really excited to be on board with Dussault(TM) and Gene Simmons MoneyBag(TM). I think that this brand is perfect for the action sports market and will directly speak to the Snowboard, Ski, Skate, Motto and Mountain Bike markets."

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.

Press images: [www.dussaultapparel.com/press](http://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.

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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