



Dussault Apparel Inc. Announces Jason Sundar as VP of Corporate Finance

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VANCOUVER, British Columbia -- (Business Wire)

Dussault Apparel Inc. (the “Company”) (OTCBB:DUSS) is pleased to announce that Mr. Jason Sundar will come on as VP Corporate Finance effective immediately.

Mr. Sundar has an impressive background in high finance and capital markets. He is the Founder of the Sundar Communications Group where he has personally raised over \$50 million for his clients worldwide. Mr. Sundar began his career working for the B.C. Attorney General’s Office where he developed and promoted programs to protect high-risk youth. At the age of 20 he became the youngest facilitator of Corporate Training Programs for Peak Performance Systems — a Brian Tracy International Network focused on the psychology of achievement, goal setting, professional selling skills, advanced selling skills and B2B selling skills. Among their numerous clients were Yorkton Securities and Crown Packaging. By the age of 23 Mr. Sundar was the top performer for investor relations specialists PCMI. Leaving that position he partnered with Olivia Communications, raising over five million dollars and taking the organization from a staff of three to twenty-four. In 2002 he founded Sundar Communications.

Mr. Sundar states, “I’m extremely exciting to be involved with Dussault Apparel Inc. which I believe has all the ingredients necessary to become a great success. What makes this opportunity unique is the caliber of and proven success of the people involved.”

Founder and Director Jason Dussault states, “I have known Jason Sundar for many years, as both a colleague and friend, and have been looking forward to an opportunity for us to work together again. His insight and experience will be invaluable in attracting the investment community’s attention to the Company.”

www.dussaultapparel.com

Dussault Apparel Inc. owns the fashion brand Dussault Custom Ink (www.dussaultink.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, that Dussault has all the ingredients necessary to become a great success, or the Jason Sundar's insight and experience will be invaluable in attracting the investment community's attention to Dussault.

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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