

DUSSAULTTM APPAREL INC.

Dussault Apparel Inc to Launch New Moderately Priced Collection

Vancouver BC. June 10th 2009 (DUSS OTCBB) Dussault Apparel Inc. (“the Company”) founder and CEO Jason Dussault announced today the launch of a new moderately priced collection that aims to be in stores later this summer. Prices while moderate compared to the Dussault Apparel Collection will range from \$40.00-\$60.00 for T shirts, \$200-\$300 for Hoodies and \$40-\$50 for hats.

Jason Dussault commented “Everyone is well aware the impact that the current economic slowdown is having on consumer spending. I have always stood for affordable luxury and I am designing this line for fashion forward shoppers, those in their 20’s and 30’s who are trimming spending amid the financial crisis and are seeking lower prices”

The collection is tentatively titled Deuce by Dussault. It will maintain the same qualities and characteristics that have been the hallmark of the Dussault line but the collection will not be limited in runs. The Deuce by Dussault collection is targeted at a broader range of retail distribution and is expected to be more widely available enabling additional production cost savings.

Dussault added” Focusing on maintaining trust and consumer experience while offering more economical options will, I believe, broaden our base and further enhance brand loyalty”

Dussault Apparel, Inc. is a designer, manufacturer, wholesaler and retailer of high-end quality apparel; its product line includes custom designed hoodies, jewelry, t-shirts, hats and leather goods. Dussault Apparel, Inc. trades on the Nasdaq OTC: BB as DUSS.

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.

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. Such forward-looking statements include “expected to be more widely available enabling additional production cost savings.” And “broaden our base and further enhance brand loyalty”

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-Q, and other periodic and current reports filed from time to time with the Securities and Exchange Commission.

For more info please contact:
Dussault Apparel(TM) Media Relations
Tina Baird
VP Communications
310-424-5244 (US) / 604-628-4946 (Canada)
tb@dussaultapparel.com