



Dussault Apparel(TM) Announces Letter of Intent Agreement to Acquire Dayton Boots of Vancouver, Canada

2008-03-10 09:00 ET - News Release

LOS ANGELES, CA -- (MARKET WIRE) -- 03/10/08

Dussault Apparel, Inc. (OTCBB: DUSS) announced today that it has signed a non-binding Letter of Intent to acquire Vancouver's legendary Dayton Boots Enterprises, Inc., www.daytonboots.com. Dayton began business in 1946 and is one of Canada's best known and best loved quality footwear and boot brands. Its products are sold primarily through retailers across Canada and recently began distribution in Scandinavia. The Company has been led since February 2007 by Chief Executive Officer Stephen Encarnacao, former Marketing Chief at Reebok International and Chief Operating Officer of Puma USA.

Upon closing of the proposed acquisition, the agreement calls for the issuance of 3 million shares of Dussault Apparel in exchange for the purchase of all the assets and undertaking of Dayton Boots Enterprises, Inc. The LOI filed with the SEC provides that the definitive agreement shall state the closing is to occur on or before April 30, 2008.

The LOI is subject to due diligence procedures on the business and affairs of Dayton Boots Enterprises, Inc. including review of its financial statements with the stated intention that the Company and Dayton Boots Enterprises, Inc. will enter into a definitive agreement on or before April 30, 2008.

Jason Dussault, Chairman and Chief Creative Officer, comments, "We have looked at several situations to potentially increase shareholder value and we feel the acquisition of Dayton provides the best prospect of fulfilling that goal. The decision to acquire Dayton was generated from Dussault Apparel's desire to place itself as a complete lifestyle brand." Mr. Dussault adds, "The Dayton management and brand is well respected in the

footwear industry, we are hopeful that this acquisition will become a material contributor to the Company's operations and cash flows for years to come."

Stephen Encarnacao, CEO and Chairman of Dayton, stated, "We are extremely excited to begin the process of being a part of a publicly traded company through this transaction with DUSS. We feel the proposed agreement will give our two companies a tremendous growth platform as well as the resources to leverage both the brand equity as well as the management synergies of Dussault Apparel and Dayton Boots."

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.

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. Such forward-looking statements include, among other things, the successful conclusion of the acquisition of Dayton Boots.

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.

For more information please contact:

Investor Relations
Jeremy Poirier 1-877-322-2732 jp@seacoveir.com