



## **Toronto Dussault Launches at TNT & Hosts Fashion Show During L'Oréal Fashion Week**

2008-03-18 09:00 ET - News Release

LOS ANGELES, CA -- (MARKET WIRE) -- 03/18/08

Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder and Designer Jason Dussault is pleased to announce that his Dussault Apparel(TM) and Gene Simmons Moneybag lines are now available in Toronto, Canada, at TNT, [www.tntthenewtrend.com](http://www.tntthenewtrend.com), at 55 Ave Rd., and that the Company will be presenting a Fashion Show on March 20, at the Century Room, 580 King St. West, to preview his 2008 Runway Collection. Doors open at 10:00 PM, show at 11:30 pm.

Jason Dussault states, "Following up on our success in Vancouver, Los Angeles, and New York, I am very pleased to be at an exclusive and premier retail location in Toronto like TNT, which carries only fashion forward brands."

Dussault continues, "I am excited to be working with Kleen Media, ([www.kleenmedia.ca](http://www.kleenmedia.ca)), to present our 2008 Runway Collection at the Century Room. This is the first of many fashion shows in the Toronto area and we are going to have fun with it. My Dussault collection is not just about apparel, it is a total lifestyle brand. We are known for my highly detailed, uniquely designed luxury goods and the fashion show will be an introduction of our lines to Toronto."

With all events such as this, Dussault Apparel(TM) likes to share its success, so at the end of the show Jason will be auctioning a limited edition Mocker T, cut, signed and affected personally by him, with all proceeds going to The Pediatric Oncology Group of Ontario (POGO), [www.pogo.ca](http://www.pogo.ca). Mocker Ts pay tribute to the bands that captured the 1980s. Completely redrawn by hand and featuring inspiration from the originals, with satirical play on words, these Ts are 100% original, while paying homage to music icons.

Dussault Apparel(TM) is also now in Las Vegas the Hard Rock Hotel store, a significant, world-renowned pop icon location. Dussault comments, "The Hard Rock is the epitome of cool and we are very excited about them presenting and retailing our lines."

CareersTV ([www.careerstv.com](http://www.careerstv.com)), which currently broadcasts on 9 different channels across Canada, will be airing a profile of Dussault Apparel(TM) and Jason Dussault between March 17 to March 24, 2008. Check Dussault website in the press section, for exact dates, regional channels and times.

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](http://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, any future fashion shows in the Toronto area, airing of the Jason Dussault profile on CareersTV, and any future sales at TNT or at the Hard Rock Hotel retail store.

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](mailto:jp@seacoveir.com)