

Dussault Apparel(TM) Announces New York Store In-Store Location

2007-11-07 09:02 ET - News Release

LOS ANGELES -- (Business Wire)

Dussault Apparel, Inc. (the "Company") (OTCBB:DUSS) is pleased to announce their entry into the all important retail market of New York. When completed, this new outlet will be within YRB's location at 478 Broadway, near Spring Street, in the premium retail shopping district of SoHo.

YRB is a destination retail store in the SoHo market, selling premium clothing, footwear and accessories, both in-store and through their website. Not only a retail experience, YRB releases a bimonthly magazine that introduces hot new brands including Dussault Apparel, to their core market. This new retail location for Dussault Apparel will come mere weeks after the grand opening of their flagship store on Melrose Avenue in Los Angeles, California. Located in the trend setting retail neighborhood of West Hollywood, the 1970's roadside motel themed retail store has been a praised for its design aesthetic.

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, When completed, this new outlet will be within YRB's location at 478 Broadway, near Spring Street, in the premium retail shopping district of SoHo.

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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