



Dussault Apparel's Jason Dussault and Bloodline Design's Malcolm Norman Collaborate to Design 2 Pairs of Denim Worth \$250,000 Each

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Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce the Company has collaborated with Bloodline(TM) Design's Malcolm Norman to design 2 pairs of denim adorned with 18K gold, colored diamond, and ruby wallet chains, giving the jeans a total value of \$250,000 each.

There are two pairs of jeans. The first pair is a one-of-a-kind with a Marquis Rose Gold wallet chain which is designed with 1080 grams of 18K gold, set with 16, 1 carat rubies and 8, .05 carat color diamonds in the skull eyes and 26, .05 carat rubies on the daggers and cross. The second pair is a one-of-a-kind with a White Gold Wallet Chain which has 1120 grams of 18K gold, set with 16, 1 carat color diamonds in the skull eyes and 41, .05 carat color diamonds set throughout the details of crosses and skull eyes.

Prototypes of the denim, worth \$10,000 each, will be shown in two looks at Phoenix Fashion week, and then displayed at retailer Kustom in New York and at the Dussault(TM) flagship store, The Dussault Motel in Los Angeles. Each pair of jeans, and corresponding wallet chain, will be recreated with semi precious stones. A bronze prototype will be showcased as a recreation of the marquis rose gold version, and a silver prototype will be featured in place of the white gold version.

Jason Dussault, Dussault Apparel(TM) Founder and Head Designer, has experience with standout fashion pieces, often creating stage pants for many rock stars and famous performers. His latest designs are featured in Nickelback's European tour and on Criss Angel for his Believe(TM) show in Las Vegas.

Dussault Apparel(TM) is also set to release a limited number of jeans through their line, 'Trashed.' Each piece is hand-sewn, hand-painted, dyed and washed 13 times. This unique process creates depth and layers, giving these jeans originality and a one-of-a-kind feel. 'Trashed Denim' retails for \$375.00 and additional information may be found by visiting www.dussaultapparel.com/trashed. Other styles of premium denim from Dussault Apparel(TM) are priced from \$125.00.

As well, Jason Dussault is pleased to announce that the Company will be donating a portion of profits from these jeans to Canuck Place Children's Hospice. Jason states, "Dussault(TM) will give 50% of profits from the sale of the \$250,000 jeans and the \$10,000 prototypes to Canuck Place. If not sold on the current tour in New York and LA, the jeans will be auctioned off with 50% of the profits going to Canuck Place. As well for all jeans sold at Kustom and The Dussault Motel Store, \$10 from every sale of the Trashed Denims which retail for \$375, and \$5 from the sale of every \$125. jean will be donated to Canuck Place."

Filomena Nalewajek, Chief Executive Officer of Canuck Place comments, "Jason is a great friend of Canuck Place and we are extremely grateful to him for choosing our organization to benefit from this special design initiative. As the first free-standing children's hospice in North America, we are proud to provide leadership throughout Canada and the United States to other organizations looking to introduce a similar model of care, like George Mark House located outside of San Francisco. Partnerships like the one we enjoy with Dussault Apparel(TM), help us continue our important work helping children with life-threatening illnesses and their families make the most of the precious time they have left."

Canuck Place Children's Hospice opened its doors in 1995 as the first free standing children's hospice in North America. Today it is recognized globally as a leader in pediatric palliative care sharing knowledge, expertise and research regionally, nationally and internationally to assist in the further development of best practices in this field.

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

Dussault Apparel (TM) Press images: www.dussaultapparel.com/press

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 showing of the jeans at the Phoenix Fashion Week or the

subsequent display at Kustom in New York or the Dussault store in Los Angeles, their recreation in semi-precious stones or the construction of a bronze prototype and the release "Trashed" line of apparel and the subsequent sales and/or auction of the two pairs of jeans and the Trashed line of apparel.

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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