



**Jason Dussault on A&E's Hit TV Show "Criss Angel MINDFREAK"  
September 10**

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LOS ANGELES, CA -- (MARKET WIRE) -- 09/10/08

Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder and Head Designer Jason Dussault is pleased to announce that the opening of the Company's US flagship store, the Dussault Motel Store in Los Angeles on Melrose Avenue, will be featured on the television series "Criss Angel MINDFREAK" on Wednesday, September 10, 2008, on A&E. The episode is entitled "Mindfreaking With The Stars." [www.aetv.com/criss\\_angel](http://www.aetv.com/criss_angel). Check local listings for broadcast time.

Dussault comments, "It was a pleasure working with Criss and his production team, and being on the show is an incredible opportunity for Dussault Apparel(TM) brand awareness. The Dussault Melrose store opening was in November and 'Criss Angel MINDFREAK' was there for the party. It was a great honor to meet and work with Criss Angel and I was invited to be on a second episode shot at Criss' birthday party which will also air this season. To be exposed to Criss' audience will be a great expansion of our brand's reach."

Gene Simmons was also at the Melrose store opening and in this episode Criss challenges Gene to a million dollar bet. As well on this episode, with Criss' help, Ted Nugent, Elvis Costello, Carrot Top and Anthony Michael Hall all learn the art of MINDFREAK and perform for their fans.

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.

Press images: [www.dussaultapparel.com/press](http://www.dussaultapparel.com/press)

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#### 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 increase in the Dussault Apparel brand awareness as a result of exposure on the "Mindfreak" television program or the timing of the airing of the program.

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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