



Dussault Apparel(TM) Launches Carbon Conscience(TM) Initiative With CarbonFund.org

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LOS ANGELES -- (Business Wire)

Dussault Apparel, Inc. (the "Company") (OTCBB:DUSS) unveiled a company wide initiative to become the world's first carbon neutral clothing company and to raise environmental awareness about global warming and the creation of the Carbon Conscience™ program.

Dussault Apparel™ has chosen the Carbonfund.org as its offset partner for this initiative. The first step taken by the Company has been to determine its associated carbon dioxide emission footprint and subsequently reduce its annual energy usage. The Company will make donations to the Carbonfund.org completely offsetting its carbon footprint to zero. Jason Dussault, Founder, Chairman and Chief Creative Officer of Dussault Apparel™, comments, "It is no secret the environment is in desperate need of our attention. In a world with conflicting information from the media, it can be difficult to find the facts. We at Dussault Apparel™ feel a responsibility to help make a difference. This is the reason why we created the awareness and fundraising program called Carbon Conscience. Inspired by the ideologies of CarbonFund.org, this is a project we all feel good about. I have designed a line of t-shirts and rings that echo our environmental stand. 100% of the profits from these items will be donated towards reducing the carbon footprint we all leave on our planet. After all, we all have to live with our conscience."

CarbonFree™ Product Certification Protocol

The Company has committed to offset the carbon footprint of its entire line of products. Working with the Carbonfund.org's CarbonFree™ Product Certification Protocol, the Company has determined the greenhouse gas impact of its products through the entire life cycle of the item, offsetting the emissions quarterly based on actual unit sales of each

certified product with Carbonfund.org; and annually reviewing the product footprint and reporting on measures the Company has taken to reduce the climate impact of producing and distributing its products.

Carbon Conscience™ Program

The Company has also begun implementation of its Carbon Conscience program. Founder Jason Dussault has designed a t-shirt and unisex ring that compliment each other, as well as our other conservation efforts. The t-shirt itself is produced from a mix of bamboo and cotton materials, providing a soft and luxurious feel, while utilizing fast-regenerating, low environment-impacting bamboo material. The design imprinted on the front, highlights today's conscious effort to limit our reliance on industry and instead return to a more earth-friendly environmental lifestyle.

The ring is made of reclaimed sterling silver and features the word CARBON engraved on the outside. The subtle design invites others to notice your commitment to the environment without shouting it aloud. The ring is a collaboration with designer Malcolm Norman of Bloodline™ Design, a brand that is recognized throughout the world. Bloodline™ has become a source of unique and marketable designs for such majors including Nordstrom's, Barney's NY, Saks Fifth Ave., Fellissimo Japan, Bebe, Nine West, Betsey Johnson, and Victoria's Secret. Major celebrities wearing Bloodline™ include Halle Berry, Sharon Stone, Cameron Diaz, Nicole Kidman, Hugh Jackman, Will Smith, Tommy Lee, Spike Lee and Mel Gibson. Bloodline™ has been seen in films including *Fantastic 4*, *X-Men 3*, *Cat Woman* and recent projects and commissions include tour gifts and product for Mariah Carey. The rings will be available in late fall 2007 both online and at select Dussault Apparel retailers.

The most rewarding part of Dussault Apparel's Carbon Conscience program is that all net profits from the sale of the t-shirts and rings shall be donated to Carbonfund.org's many carbon reducing projects. Energy efficient compact florescent lights will be given to low income families, acres of new trees will be planted around the world, and educational programs will be created thanks to the generous contributions from those who purchase the Carbon Conscience items.

"We are thrilled to have Dussault Apparel™ step up to be the very first apparel company to offer Certified CarbonFree products," said Steve Offutt, Chief Operating Officer at Carbonfund.org. "Their leadership on climate change sets an example for others to follow, and we thank them for joining us in our mission to fight global climate change." In addition to the Carbon Conscience program Dussault Apparel™ has committed to using up to 100% recycled paper and soy-based dyes in all of its tags and packaging, and to providing recyclable shopping bags at its Los Angeles retail location. Additional marketing material promoting the Carbon Conscience Program will include "Carbon Conscience™" stickers on all packaging, as well as a variety of point-of-purchase materials for retailers' in-store use. The program will be supported with advertising in key industry magazines.

About Carbonfund.org

Carbonfund.org is the country's leading carbon reduction and offset organization with offices in the Washington DC area and San Francisco. Carbonfund.org educates the public about the dangers of climate change and makes it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbonfund.org is reducing the threat of climate change by promoting cost-effective carbon reductions and supporting renewable energy, energy efficiency and reforestation projects globally that reduce and offset carbon dioxide emissions. Carbonfund.org works with over 150 corporate and non-profit partners including the Earth Day Network, National Wildlife Federation, Dell Computers, Lancôme Cosmetics, and Working Assets. Learn more at www.carbonfund.org.

Dussault Apparel, Inc. has an agreement to acquire the premium fashion brand Dussault Custom Ink™ (www.dussaultink.com). 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™ is opening its flagship location in Los Angeles, California, on fashionable Melrose Avenue. A public company, Dussault Apparel, Inc. trades on the Nasdaq OTC:BB as DUSS.

PRESS IMAGES: www.dussaultink.com/press

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, that the Company can become a carbon neutral clothing company, make donations to the Carbonfund.org, offset its carbon footprint to zero, or that products from the Carbon Conscience will generate any profit to be donated to Carbonfund.org. 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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