



**Dussault Apparel(TM) Announces Addition of US Vice President of Sales and Public Relations, Ron Starrantino**

2008-09-15 09:00 ET - News Release

LOS ANGELES, CA -- (MARKET WIRE) -- 09/15/08

Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce that the Company has an agreement with esteemed sales representative Ron Starrantino (a.k.a. 'Ronstar'), based in Hollywood, California, to serve as the US Vice President of Sales and Public Relations.

The deal calls for Starrantino to represent the entire Dussault Apparel(TM) and Gene Simmons MoneyBag(TM) lines of products with a focus on building brand recognition to promote and increase sales, gaining access to new retail chains and locations, and expanding Dussault stores to major metro areas across the U.S.

Starrantino brings over 20 years of sales and business expertise to his new role with Dussault Apparel(TM). He previously worked as the Vice President of Worldwide Sales and Dealer Development for Von Dutch Kustom Cycles where he established a worldwide dealer network and built brand awareness throughout the world. Starrantino was also successful as a sales representative for Bourget's Bike Works. In just under two years, he put them on the map in terms of New York Sales, establishing them as the number one dealer in the region.

Making a name for himself on Wall Street, Starrantino worked as a supervisor/manager at brokerage firm Kensington Wells and then as principal/manger at National Securities. He moved on to manage the financial services firm Morgan Taylor before retiring from one of the oldest seats on the New York Stock Exchange, Fahnstock & Co., following the tragic events of September 11, 2001. Starrantino is eager to bring the same dedication and passion he applies in all aspects of his life to his new role with Dussault Apparel(TM).

Jason Dussault states, "Ron was instrumental in helping to build the Von Dutch brand across the US. I am very excited that Ron is going to help us build the Dussault(TM) and MoneyBag(TM) brands. This relationship has already paid dividends for the company. Within the first week of meeting Ron, he introduced me, and our lines, to numerous celebrities and has been instrumental in signing a key retail account in New York, to be announced shortly. Ron's enthusiasm and hard work is infectious and I am genuinely excited to have him aboard as the newest member of our team."

Ron Starrantino comments, "I'm thrilled to be working with top-notch brands such as Dussault(TM) and Gene Simmons MoneyBag(TM). These are quality products that satisfy a need for high-end street wear with unique designs that consistently push the envelope."

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)

[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, the signing of a key retail account in New York.

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)

Media Relations

Tina Baird

310-424-5244 (US)

604-628-4946 (Canada)

[tb@dussaultapparel.com](mailto:tb@dussaultapparel.com)