



Dussault Apparel Delivers With Limited Edition Leather 'Laptop' Messenger & Carry-On Bags

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Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce the arrival of the Dussault Messenger Bag and Carry-On Bag.

This is not your dad's briefcase, or your metro friend's man purse. Forget about carrying on your old gym bag, or worrying when the flight attendant warns "many bags look alike." The Dussault Apparel(TM) Messenger Bag and Carry-On Bag epitomize function and distinctive style. Made of 100% Italian cowhide leather and embellished with gold, silver or black chrome hardware and logo tags, these handcrafted pieces will suit your lifestyle.

The Dussault Messenger Bag is perfectly sized for a 17-inch laptop and is insulated to protect your computer from damage. It provides several pockets inside to organize everything you need (BlackBerry, business cards, tea-cup poodles). MSRP \$119.00-\$275.00.

The Dussault(TM) Carry-On Bag offers convenient features such as an extending handle and wheels, detachable shoulder strap and handles. A variety of pockets, both inside and out, make this an ideal bag for travel. Whether preparing for a weekend in Vegas or jet-setting to Dubai, the Carry-On Bag's spaciousness and durability enables you to avoid airline luggage fees. MSRP \$309.99-\$700.00.

Jason Dussault comments, "I wanted to create a laptop bag, carry-on bag and wallet that exemplified the same quality as brands such as Louis Vuitton, Coach, Fendi or Tumi, and

enhance it with our own unique edge. These pieces are beautiful and unique in form and design, and I am proud to have my name attached to these limited edition pieces of art."

Both styles are available in brown or black leather with skull (large or small) or clover print. The Dussault(TM) Carry-On Bag with clover print is also available in white. Additionally, these pieces are available in the Gene Simmons Moneybag(TM) edition, featuring his trademark print (www.genesimmonsmoneybag.com). Every bag features a "Limited Edition" plaque to indicate its number out of the 1000 pieces made throughout the world. All Dussault(TM) leather goods are made by the same manufacturers as brands Coach and Tumi.

Dussault Apparel(TM) and accessories are available for purchase at www.dussaultapparel.com.

About Dussault Apparel:

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

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, future sales of the Dussault Messenger Bag and Carry-On Bag.

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-Q, and other periodic

and current reports filed from time to time with the Securities and Exchange Commission.

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