

Fresh, New Brand Poised To Maximize on \$220 Billion Apparel Market

FOCUS > Dussault Custom Ink | NASDAQ OTC BB: DUSS

Dussault Apparel, Inc. (NASDAQ OTC BB: DUSS) is a high growth public company building a global brand through unique products, celebrity approval, successful stores, proven management, and \$5 million in financing. And that is just the beginning.

Certain types of businesses can grow quickly. Then there's the world of the luxury apparel business, where high-profile celebrities commonly bring a new and deserving brand international exposure – and phenomenal growth – literally overnight.

Take today's \$500 million powerhouse, True Religion. In Q3 2003, they quietly began trading on the OTCBB at \$1.35. When celebrities started wearing their jeans in 2004 however, True Religion's stock surged beyond \$20 within a year.

It's a familiar story, and one that appears primed to repeat itself, this time with Dussault Apparel, Inc. Where the story differs with Dussault is that the company's fundamentals are unmistakably stronger than True Religion's were at the same point of each company's development.

Dussault Apparel already has more money, a full line of premium fashions and accessories, two successful West Coast stores,

COMPARISON OF COMPANY FUNDAMENTALS

Dussault Apparel	Early True Religion
\$5 million financing (all equity, zero debt)	\$1.2 million financing
Full lifestyle brand (3+ lines)	Jeans-only line
2 stores with a 3rd by Christmas 2007	Wholesale only

and their Melrose Avenue, Hollywood/Los Angeles store and headquarters opening soon. Add to that an in-store SoHo, New York location opening before Christmas 2007, six more outlets planned for international fashion centers by winter 2008, and

\$10 million+ in goods on the books.

Next there are the people connected with the brand. Again, Dussault has a stronger hand when it comes to brand-building approval from popular celebrities turned fans, such as the Black Eyed Peas, Nelly Furtado, Jessica Alba, Robin Williams and Pamela Anderson.

Then there's Mr. Simmons. In a class all his own is rock'n'roll legend and licensing

Gene Simmons and Jason Dussault in licensing collaboration.

ing agreements in place with Todd McFarlane Entertainment and Gene Simmons.

"I wasn't about to miss the advantages the Dussault brand represents, nor the opportunity to work with another creative genius," Fitzgerald says. He then explains how the luxury apparel market represents

some unique advantages as well, such as high profit margins thanks to premium pricing, lower marketing costs due to a less crowded market segment (which also lends itself to easier market dominance), and relative invulnerability to recession since demand for luxury items continues to grow in spite of economic fluctuations.

With the \$220 billion apparel market growing annually by 7.3%, the timing couldn't be better for Dussault Apparel to break out into global brand status. The company's celebrity following, licensing agreements, proven management, and existing financing and goods make Dussault Apparel, Inc. (NASDAQ OTC BB: DUSS) a high growth public company that offers shareholders an exceptional early stage opportunity to participate in luxury apparel's best bet as the next "overnight" success.

Readers are invited to call direct for a full complimentary company investor package.

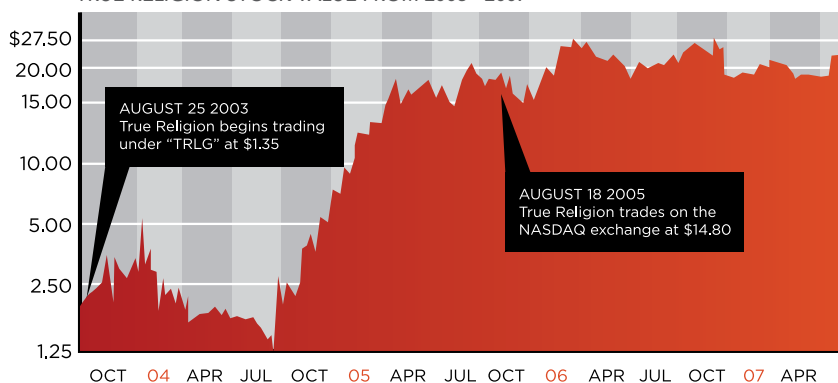
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TRUE RELIGION STOCK VALUE FROM 2003 - 2007



genius Gene Simmons, who loved his original Dussault lambskin jacket so much, he wore it repeatedly on his hit TV show Gene Simmons' Family Jewels. Now Simmons is collaborating with Dussault on the new Moneybag fashion line while loudly singing Dussault's praises at such high-profile events as Las Vegas' MAGIC, the world's largest apparel industry show.

As if all that wasn't enough to bring Dussault to critical mass, they also recently acquired company President Terry Fitzgerald. From 1992 through this year, Fitzgerald partnered with "Spawn" comic book creator Todd McFarlane, transforming the McFarlane empire into a billion dollar franchise. Now he plans to make Dussault Apparel into a truly global luxury brand. Not surprisingly, there are already enviable licens-