



Rock Legend, Billion Dollar Executive Back Hot New Brand

FOCUS > **Dussault Apparel, Inc.** | NASDAQ OTC BB: **DUSS**

Dussault Apparel, Inc. (NASDAQ OTC BB: DUSS) is a high growth public company building a global brand under the expert direction of Gene Simmons (KISS) and Terry Fitzgerald (formerly of Todd McFarlane Entertainment, Inc).

A stellar company will attract stellar businessmen. Accordingly, there must be something very special about Dussault Apparel, to have the likes of licensing genius Gene Simmons and merchandise empire-building Terry Fitzgerald get on board.

Both men have already been instrumental in forging enviable licensing deals with Dussault Apparel. Simmons and Dussault are collaborating on the Moneybag fashion line, with Simmons leveraging his fame to promote Dussault at such high-profile events as Las Vegas' MAGIC, the world's largest apparel industry show, as well as on his TV series Gene Simmons' Family Jewels.

Meanwhile, Fitzgerald not only paved the way for a licensing agreement with Todd McFarlane Entertainment, but recently left that organization to become Dussault's new company President. For 15+ years, Fitzgerald partnered with "Spawn" comic book creator Todd McFarlane, transforming the McFarlane empire into a billion dollar franchise. Now he plans to propel Dussault Apparel into a truly global luxury brand, with the help of Simmons as Marketing Advisor.

Of course, the pair's interest in Dussault is helped by the wealth-generating potential of the company's target market. Both men recognize that the \$220 billion apparel market continues to grow at a rate of 7.3%, with premium denim sales in the US

alone surging about 40% in the last three years, to over \$679 million.

"When True Religion started trading at \$1.35 on the OTCBB in late 2003, they were only wholesaling jeans," explains Fitzgerald. "Today, they're a \$500 million company. That's how fast luxury apparel brands can explode."

And Dussault, being a full lifestyle brand, offers far more than just jeans, while having far more than True Religion did at its beginning, with \$5 million in initial financing, an extensive celebrity following, and two established stores with a third opening on Melrose Avenue,

in Hollywood by Christmas 2007. Not to mention Simmons and Fitzgerald.

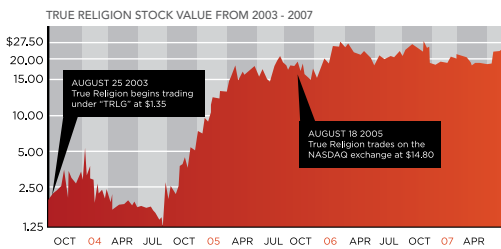
With a rock legend and a billion dollar executive now backing Dussault, the timing couldn't be better for breaking out into global status, making Dussault Apparel, Inc. (NASDAQ OTC BB: DUSS) a high growth public company that offers shareholders an exceptional early stage opportunity to participate in luxury apparel's best bet as the next "overnight" success.

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

Toll free 1-877-322-2732

www.dussaultink.com

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Gene Simmons

Rock Legend & Licensing Genius

- > Earned Bachelor of Education and taught 6th grade in Spanish Harlem, NY
- > Co-founded KISS, America's #1 gold record earning group of all time
- > Instrumental in over 2,500 KISS-related merchandising licenses over 30 years
- > Wrote two New York Times best-selling books
- > Appointed head of INDY Racing Marketing & Branding (attendance up by some 20%)
- > Family Jewels TV series renewed for 3rd season on strength of being A&E's #1 series
- > "Gene Simmons Moneybag" clothing line in joint venture with Dussault Apparel



Terry Fitzgerald

Merchandise Empire Builder

- > Partnered with "Spawn" comic book creator Todd McFarlane in 1992
- > Over 15 years, co-built McFarlane empire into a billion dollar franchise
- > Forged licensing agreements with Kiss, Elvis, MLB, NBA, NFL and NHL leagues and unions
- > Won the "Top 30 Under 30" LIMA Licensing Agents award (1995)
- > Produced New Line Cinema's live action Spawn movie and HBO's Spawn animation series
- > Produced critically acclaimed music videos for Pearl Jam, Korn, Disturbed, Swollen Members
- > Winner of two Emmy Awards, one Grammy Award, and two MTV Music Video Awards
- > Recently joined Dussault Apparel as company President