

CELEBRITIES LOVE HOT NEW HOLLYWOOD LUXURY JEANS BRAND

When Hollywood stars began wearing True Religion jeans "way back" in 2004, it didn't take long for fashion-conscious Americans to notice – or to propel the brand (and its stock price) to major global status. Now the stars are at it again.



Gene Simmons and Jason Dussault: an unstoppable pair.

Today, they're falling in love with Hollywood's hottest new luxury brand from Dussault Apparel, Inc. Whether it's the **Black Eyed Peas, Nelly Furtado, Jessica Alba, Robin Williams or Pamela Anderson**, they simply can't get enough of how Dussault's unique and innovative apparel redefines the luxury fashion experience.

Unlike True Religion's initial jeans-only offerings, Dussault Apparel is a full lifestyle brand right out of the gate, with premium high fashion hoodies, jeans, tops, urban wear and accessories, all dripping with insane amounts of embellishments, quality and obsessive attention to detail. Look for luxurious silk linings, faux mink cuffs and pockets, and custom finishing that makes each piece a one-of-a-kind work of art.

Then there's the way **KISS** rock god and licensing genius, **Gene Simmons**, sums up the brand: "You put this stuff on, and you will get lucky." He should know. He loved his first Dussault piece so much – an original, embroidered Italian lambskin jacket – that he wore it several times on his hit TV show **Gene Simmons' Family Jewels**. Simmons instantly bonded with founder Jason Dussault, the creative visionary behind the brand. Now they're working together to create cutting edge, in-your-face fashions for the new limited edition Moneybag label

(www.GeneSimmonsMoneyBag.com).

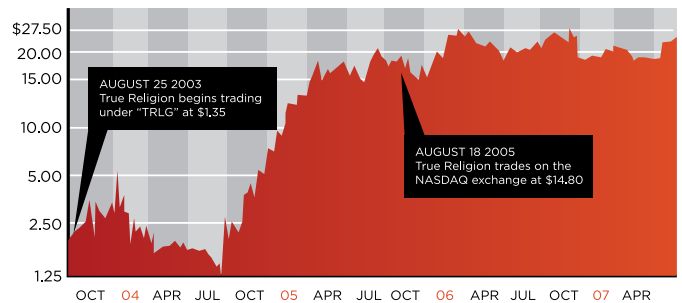
Simmons isn't the only one throwing his weight behind the rise of the Dussault brand. **Terry Fitzgerald**, who partnered with "Spawn" creator **Todd McFarlane** from 1992

through this year, recently joined Dussault as company President. The twice Emmy and Grammy Award winning Fitzgerald propelled the McFarlane empire into a billion dollar franchise, and now plans to transform Dussault Apparel into a truly global luxury brand.

When it comes to conquering the \$220 billion apparel world, everyone knows the place to start is on Melrose Avenue – or more precisely, 8010 Melrose Avenue, home to Dussault's Hollywood headquarters, opening soon. As with all things Dussault, the store concept is fresh and original: a 1970's inspired "Dussault Motel" with old-style café and retro video arcade, complete with a snow chalet-themed private shopping experience for celebrities and premier clients.

Add to that Dussault's two existing West coast locations, and an in-store SoHo, New York location opening before Christmas 2007 in a successful retailer's enviable location on Broom and Broadway. Further outlets are planned for Chicago, Miami and four more international fashion

TRUE RELIGION STOCK VALUE FROM 2003 - 2007



Dussault Apparel is poised to supersede True Religion's rise to global brand.

hotspots by the following winter. It looks like Dussault is already well on its way to brand superstardom.

Those fortunate enough to own Dussault clothing will assure you the company's creative masterminds have the design sense necessary to be the next worldwide luxury apparel phenomenon. Those fortunate enough to own Dussault stock (NASDAQ OTC BB: DUSS) will inform you that the company's fundamentals – not to mention its strong management and licensing deals – are far ahead of where True Religion's were at this stage.

It seems the stars have a way of attracting other stars. It's time the rest of us joined the party.

You can learn more about the Dussault Apparel, Inc. brand and product lines at www.dussaultink.com.

For a full complimentary company investor package, call 1-877-322-2732.

NASDAQ OTC BB: DUSS

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