

DM PRODUCTS – PRESS RELEASE

DM Products Opens Northern California Office

Costa Mesa, CA – June 28, 2007 – DM Products announced today the opening of a corporate office in Walnut Creek, California, just outside San Francisco. While the company intends to maintain its Southern California location, the board of directors felt it important to expand its visibility throughout the entire State. The Northern California office will be run by Kurt Cockrum, the newly elected President and Chairman of the Board.

“Although not completed yet, we also intend to open an additional office in the Los Angeles area.” Mr. Cockrum said. “This office will be specifically dedicated to operations and managed by our Chief Operations Officer. Corporate and shareholder matters will continue to be handled out of the Costa Mesa facility .”

DM Products, through its wholly owned subsidiary, Direct Success, Inc., develops, finances, produces, markets, and distributes unique and innovative health, beauty, fashion, fitness and other products for sales through infomercial marketing and distribution channels.

This press release includes certain statements that fall within the definition of “forward-looking statements” under the Private Securities Litigation Reform Act of 1995. Any such statements are subject to risks and uncertainties, overall economic and market conditions, competitors’ and clients’ actions, and weather conditions, which could cause actual results to differ materially from those anticipated. Accordingly, such statements should be considered in light of these risks. Any predictions by DM Products is only a statement of management’s belief at the time the prediction is made. There can be no assurance that any prediction once made will continue thereafter to reflect management’s assurance that any prediction once made will continue thereafter to reflect management’s belief, and DM Products does not undertake to update publicly its predictions, whether as a result of new information, future events or otherwise.