

## **DM PRODUCTS – PRESS RELEASE**

### **Low Steward Appointed as Director of DM Products**

Costa Mesa, CA – July 10, 2007 – DM Products announced today the appointment of Low Steward to the Board of Directors.

Mr. Steward has 25 years of experience in the direct selling industry and has extensive senior-level experience in operations, marketing/sales with both small and large organizations. “He possesses a strong background in start-ups, turn-arounds and rapid growth situations.” According to Kurt Cockrum, President and Chairman of DM Products. Mr. Steward held positions as Division Manager for Avon, Senior Director of SO/CAL/TEN (Southern California Technology Executives Network, a CEO Peer Mentoring Network), Vice President of Marketing for Jewels Connection, President and Chief Operations Officer for Primor, Executive Vice President for Jewelry at Home, Chief Operating Officer for Networker2000.com, and Senior Consultant at Sheffield Resource Network, an Arizona based direct selling industry consulting firm which specializes in the design and implementation of new direct selling and multi-level marketing companies. In March of 2006, Mr. Steward founded Xoodles, Inc., and presently holds the positions of Chief Executive Officer and Chairman of the Board of Directors.

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 prediction 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 belief, and DM Products does not undertake to update publicly its predictions, whether as a result of new information, future events or otherwise.