

DM Products Forms Board of Advisors

Costa Mesa, CA – June 28, 2007 – DM Products announced today that it has formed an advisory board, currently consisting of three member with extensive experience in the infomercial industry.

Tony Kerry is an officer and director of Script to Screen, an extremely successful infomercial production company. Mr. Kerry is Senior Vice President of Marketing and public relations for Script to Screen. He spends a tremendous amount of time meeting with corporate marketers, advertising agencies, direct marketers and entrepreneurs educating them on the merits of direct response television. Assisted by his efforts, Script to Screen has successfully earned a list of blue chip clients including Adams Golf, American Telecast, Braun, Estee Lauder, General Motors, Nordic Track, and Hooked on Phonics.

Dallas Celicia has over 15 years experience in consumer based marketing, including running M2 Marketing, in which she currently holds the position of President. During her tenure, M2 has managed the Pure Spin Wedge, Pure Spin Driver, David Leadbetter's Lazerguie, and the Aerobed infomercial campaigns. Her area of expertise include strategic planning, offer development, media purchases, project development, logo and package design, and consumer research.

Mick Koontz joined Script to Screen as Chief Operations Officer in 1997, bringing with him an extensive background in business management and finance. He currently handles the day-to-day operations of Script to Screen. Mr. Koontz has a BS degree in Business from the University of Southern California and an MBA in finance from California State University at Fullerton. He has worked for Cooper & Lybrand where he earned his CPA.

"I think the company prides itself in being surrounded by top quality personnel. The advisory board is not complete. We will be announcing new members in the upcoming weeks." Said Kurt Cockrum, President and Chairman of the Board for DM Products, Inc.

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.