

## **DM PRODUCTS – PRESS RELEASE**

### **Kurt Cockrum appointed as Chairman and President**

Costa Mesa, CA – April 20, 2007 – DM Products announced today the appointment of Kurt Cockrum to the Board of Directors. He will also hold the positions of Chairman of the Board and President.

Mr. Cockrum has over 33 years of extensive business experience and has a proven success record as an entrepreneur. He has worked for Interlake, Inc., the world's leading Materials Handling equipment supplier from 1973 thru 1983, and founded Kacee Construction, a subsidiary of Cockrum Enterprises. "He has the managerial background, and common sense that this company values." Said Michael DeBenon, former President and current Secretary/Treasurer of DM Products. "His background in business operations, human resources, sales, financial planning, distribution and fulfillment is the missing piece in our ultimate goal." DeBenon added. "Not to mention the fact that he is an OSHA outreach trainer/instructor."

Mr. Cockrum has been involved with numerous organizations throughout his community, volunteering and helping out with youth organizations, church activities, and serving on various boards and committees. He is presently serving in an advisory capacity to Pacific Lutheran Theological Seminary in Berkley, California, and holds a board position with Zoodles, Inc., an Ebay centered direct marketing company.

"I am honored that the board of DMP has the confidence they have in me. I intend to do whatever I can to make this company a powerhouse in the infomercial, and direct marketing industry." Mr. Cockrum added.

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.

