

## **DM PRODUCTS – PRESS RELEASE**

### **Application Submitted to NASD for Active Trading**

Costa Mesa, CA – January 5, 2007 – DM Products, announced today that it has filed an Information Statement, pursuant to Rule 15(c)211 under the Securities and Exchange Act of 1934, with the National Association of Securities Dealers (NASD) for active trading and market making availability. The sponsoring broker/dealer is WBB Securities, LLC, headquartered in San Diego, California. Once approved, WBB will guarantee a bid and ask price of the company's publicly trading stock for a period of 30 days.

“We have been planning for this since the Share Exchange Agreement was consummated in July of 2005.” Said Michael DeBenon, President and CEO of DM Products. The company recently obtained the trading symbol DMPD from NASDAQ.

Although the timing and approval lies completely with NASD, the company hopes to hear something in the near future. “We are confident, yet cautious, that approval will come. I believe our shareholders will be very excited with this development.” DeBenon 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.