

DM PRODUCTS – PRESS RELEASE

John Muse added to Board of Directors

Costa Mesa, CA – August 15, 2006 – DM Products, formerly Midwest E.S.W.T., announced today the addition of John Muse to the Board of Directors. Mr. Muse will fill one of the current vacancies on the board. His placement on the board was unanimously approved by the current board members.

“We are excited about his addition to the board and our extremely appreciative of the time and effort he plans give this company as we attempt to expand and grow.” Said Michael DeBenon, President and CEO of DM Products. “Our plans are to place Mr. Muse on the shareholder ballot as well at the next annual meeting”. DeBenon added. “Where I’m sure he will be confirmed.”

Mr. Muse is an internationally known consultant. He attended the University of Illinois in Champaign-Urbana, where he received a B.S. degree in 1972 and M.S. degree in 1973. He has worked as a consultant in Columbus, Ohio; Fullerton California; and Los Alamitos, California prior to forming his own consulting corporation in 1983, now located in Huntington Beach, California. He has served as CEO of several organizations, and he has served as a director for many for profit and non-profit corporations.

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.