

DM PRODUCTS – PRESS RELEASE

Midwest E.S.W.T Changes Name To DM Products

Costa Mesa, CA – December 15, 2005 – Midwest E.S.W.T announced today that it has formally changed its name to DM Products, Inc. A Certificate of Amendment to the Corporate Charter was filed with the Secretary of State on December 14, 2005.

DM stands for 'Direct Marketing'. "We felt this name change was necessary. It accurately reflects the company's business plan and objective to become a recognizable force in the direct marketing industry." Said Michael DeBenon, President and CEO. "It also reflects our desire to expand our present DR model, in addition to a strict infomercial policy." He 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 Midwest/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 Midwest/DM Products does not undertake to update publicly its predictions, whether as a result of new information, future events or otherwise.