

MIDWEST E.S.W.T. – PRESS RELEASE

Midwest Enters Into Share Exchange Agreement With Direct Success, Inc.

Costa Mesa, CA – July 20, 2005 – Midwest E.S.W.T., Inc. announced today that it has successfully completed a share exchange agreement with Direct Success, Inc., a California corporation. Pursuant to the terms of the agreement, Midwest will acquire all outstanding shares of Direct Success.

Direct Success develops, finances, produces, markets and distributes unique and innovative health, beauty, fashion, fitness and other products through infomercial marketing and distribution channels. Direct Success has been in business since 2001 and has launched numerous infomercials which have been seen throughout the nation. The company feels this acquisition will allow it to pursue a clearly defined objective of becoming a major player in this multi-billion dollar industry.

Infomercials are watched by a diverse range of consumers and target the tastes of the audience by offering health, beauty, fashion, and fitness products. Since many product inventors are unable to bring innovative and promising products to market due to lack of know-how or capital, the company intends to bridge this gap by funding and managing the various tasks associated with infomercial campaigns.

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 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 does not undertake to update publicly its predictions, whether as a result of new information, future events or otherwise.