

DM PRODUCTS – PRESS RELEASE

DM Products To Hold Product Presentation Weekend

Costa Mesa, CA – August 1, 2007 – DM Products announced today an open invitation to owners, creators and inventors of innovative products to a three-day presentation opportunity at its corporate office in Costa Mesa, California. Detailed information is located on the company website, www.dmproducts.biz.

“The company is always looking for products that will save time, energy and money. We all would like to own a product that could simplify our lives, or just add a touch of beauty and enjoyment to our days,” according to Kurt Cockrum, President and Chairman of the Board. “We believe our infomercial model allows individuals with creative ideas the best format to present unique products to a large market.”

Direct Marketing Products, Inc. (DMP) is holding a “Premier Products Expo” for three days in October on the 15th, 16th and 17th, at their corporate office in Costa Mesa, California.

The company is requesting interested individuals to send a detailed description of the product, along with a brief summary and photos, sketches, DVDs and/or any other supporting information that will best present the idea.

“If the creation meets our criteria, DMP will invite you to a twenty minute presentation before our Marketing Evaluation Committee at our corporate office in Costa Mesa, California,” commented Mr. Cockrum.

Email product information to: investors@dmproducts.biz or mail it to DM Products, Inc., 575 Anton Boulevard, Suite 300, Costa Mesa, CA 92626

DM Products, Inc. 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 predictions 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 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.