

DM PRODUCTS- PRESS RELEASE

NEW IMPROVED BANJO FISHING LURE SYSTEM

Costa Mesa, CA - August 9, 2007 DM Products, Inc. which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, announced today that in working with Banjo Buddies they have been successful in development of a new, improved and soon to be released version called "License To Catch 006" Banjo Minnow Fishing Lure System.

The original Banjo Minnow System was an overwhelming success when marketed via DRTV in 1996-1999, having sold over 30,000,000 units, with the infomercial having won several industry awards, including Best Demonstration Infomercial.

"We are really excited about the soon to be released new version of the Banjo Minnow Fishing Lure System 'License To Catch 006' and are confident we can recreate the initial success experienced by the original product. It should be out sometime in the 3rd quarter, just in time for the holiday shopping season," said Kurt Cockrum, President and Chairman of the Board.

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.