

DM PRODUCTS- PRESS RELEASE

ANNOUNCES UPCOMING INTERVIEW WITH PRESIDENT OF DM PRODUCTS. INC.

Costa Mesa, CA - August 13, 2007 Kurtis L. Cockrum, President of DM Products, Inc. (Pink Sheets: DMPD-News; (www.dmproducts.biz) will be featured in an exclusive interview with Wall Street West, that is scheduled to take place on Wednesday August 15, at 12 noon EDT. Wall Street West Inc. (www.wallstreetwest.com). is an investment company and broadcaster focused on the discovery of exciting, new financial opportunities. Wall Street West has been providing some of the most profitable financial opportunities to the public since 1997. Wall Street West is headed up by Daryn P. Fleming, the founder of International Broadcasting Corporation.

The interview will be discussing the history of the company, expectations for the industry, current management team, business plan and the release of the new version of the original Banjo Minnow Fishing Lure System called "License To Catch 006".

"I'm really looking forward to the interview with Wall Street West. This will be a great opportunity for potential investors to learn more about our company and all of the positive things that are happening at DM Products, Inc.", said Kurt Cockrum, President and Chairman of the Board.

To hear the interview in its entirety on the internet radio broadcast, go to www.wallstreetwest.com, click on "Radio Broad Cast", click on "Here" and then click on "Listen now".

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.

More information can be found on the company website, www.dmproducts.biz or email dmproducts@dmproducts.biz .