

DM PRODUCTS- PRESS RELEASE

WALL STREET WEST INTERVIEW WITH PRESIDENT OF DM PRODUCTS. INC.

Costa Mesa, CA - August 17, 2007 Kurtis L. Cockrum, President of DM Products, Inc. (Pink Sheets: DMPD-News; (www.dmproducts.biz) was featured in an exclusive interview with Wall Street West, Inc. (www.wallstreetwest.com.) on Wednesday August 15. Wall Street West, Inc. 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 covered 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".

"This was a great opportunity for our existing shareholders and new 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". The interview will be aired several times a day over the next few weeks.

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 .