

DM PRODUCTS- PRESS RELEASE

CEO CORNER INTERVIEW WITH PRESIDENT OF DM PRODUCTS. INC.

Costa Mesa, CA – September 4, 2007 - Kurtis L. Cockrum, President of DM Products, Inc. (Pink Sheets: DMPD-News; www.dmproducts.biz) was featured in an exclusive interview with CEO Corner. (www.ceo-corner.com) on Tuesday September 4th. CEO Corner is an audio interview program designed to bring the latest information from companies in the small-and micro cap markets to the broader public in a concise, efficient format. Billed as “The Fastest 60 Seconds in the Small Cap Market,” CEO Corner provides a time-intensive open forum for company representatives to discuss the latest and most compelling features and developments of their companies.

The interview covered the up and coming “Primer Products Expo” for inventor’s and creator’s of new, unique and innovative products, and the release of the new version of the original Banjo Minnow Fishing Lure System called “License To Catch 006”.

“This is another 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.ceo-corner.com . look for the Kurt Cockrum-DM Products Interview and 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 . 714-432-6495