

## **DM PRODUCTS- PRESS RELEASE**

### **BASS PRO SHOPS-REPORT STRONG SALES OF THE BANJO FISHING LURE SYSTEM**

Costa Mesa, CA – September 21, 2007 DM Products, Inc. ([www.dmproduct.biz](http://www.dmproduct.biz)) which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, and in association with Tristar Products ([www.tristarproductsinc.com](http://www.tristarproductsinc.com)) announced today that Bass Pro Shops ([www.basspro.com](http://www.basspro.com)) continues to demonstrate strong sales with the Banjo Minnow for the 2007 fishing season. Bass Pro Shops started marketing the Banjo Minnow in early 2007.

Bass Pro Shops is the leading supplier of premium outdoor gear in the country, and caters to both the novice and professional angler. Bass Pro Shops have over 60 retail stores nationwide and continue to expand.

“We’re very pleased with the success Bass Pro Shops has had for the summer of 2007, and continues to have with the original version of the Banjo Minnow. Bass Pro Shops has done an incredible job in marketing the Banjo Minnow to both the novice and professional fisherman,” said Kurt Cockrum, President and Chairman of the Board of DM Products, Inc.

The Banjo Minnow Fishing Lure system is a 158-piece collection of special minnow lures, hooks, weed guards and an instructional video that revolutionized the sport of fishing. The Banjo Minnow is the number one best selling fishing lure system in America. It was developed by renowned tournament and sport fisherman Wayne Hochmeyer.

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](http://www.dmproducts.biz) or email [dmproducts@dmproducts.biz](mailto:dmproducts@dmproducts.biz). 714-432-6495