

DM PRODUCTS- PRESS RELEASE

CLARIFICATION NOTICE FOR SEPTEMBER 21, 2007 PRESS RELEASE

Costa Mesa, CA – September 25, 2007 DM Products, Inc. www.dmproducts.biz - The DM Products, Inc. Press Release of September 21, 2007 regarding the Banjo Minnow Fishing Lure System had a misprint in the fourth paragraph. It stated, “The Banjo Minnow is the number one best selling fishing lure in America” and should have stated “The Banjo Minnow is the number one best selling fishing lure system in America.”

“I apologize to the public for the misprint,” 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.

More information can be found on the company website, www.dmproducts.biz or email dmproducts@dmproducts.biz. Or call 714-432-6495