

DM PRODUCTS- PRESS RELEASE

MAJOR MILESTONE-BANJO MINNOW FISHING LURE SYSTEM REACHES 5 MILLION UNITS SOLD

Costa Mesa, CA – September 24, 2007 DM Products, Inc. which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, announced today that the original world famous Banjo Minnow has reached a major direct response marketing milestone with more than five million units sold to date.

DM Products, Inc. in collaboration with fishing-Guru Wayne Hockmeyer and DRTV marketing distributors Tristar Products, Inc., has reeled in Banjo Minnow Fishing Lure System consumers from all around the world. Developed by renowned tournament and sport angler Wayne Hockmeyer, the Banjo Minnow Fishing Lure System is the number one selling fishing lure system in America. The Banjo Minnow retails for \$19.95 plus shipping and handling. For more information, go to www.dmproducts.biz or www.banjominnow.com.

“Since the Banjo Minnow has been the hottest selling fishing lure kit ever, this new milestone is very exciting. We just released the new and improved version called the “License to Catch 006” which is out just in time for the holiday season. We see a lot of repeat customers because the Banjo Minnow is proven to work”, said Kurt Cockrum, President and Chairman of the Board for DM Products, Inc.

In 1996, the National Infomercial Marketing Association awarded the Banjo Minnow infomercial the Best Demonstration Infomercial and Best Infomercial Call to Action.

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.