

DM PRODUCTS- PRESS RELEASE

ANNOUNCING WALLST.NET UPCOMING INTERVIEW WITH PRESIDENT OF DM PRODUCTS. INC.

Costa Mesa, CA – September 26, 2007 Kurtis L. Cockrum, President of DM Products, Inc. (Pink Sheets: DMPD-News; www.dmproducts.biz) will be featured in an exclusive interview by WallSt.net. The interview is scheduled to take place on Friday September 28, 2007 around 2:00 P.M. EST. WallSt.net (<http://www.wallst.net>) is owned and operated by Wall Street Direct, Inc., a wholly owned subsidiary of Financial Media Group, Inc. The Web site is a leading provider of timely business news, executive interviews, multimedia content, and research tools for shareholders and potential investors.

The interview will discuss the history of the company, expectations for the industry, current management team, business plan and the recent release of the new version of the original Banjo Minnow Fishing Lure System, called “License to Catch 006”.

To view the interview in its entirety, visit <http://www.wallst.net>, and click on “Interviews.” The interview can be accessed either by locating the company’s ticker symbol under the appropriate exchange on the top of the “Interviews” section on the site, or by entering the company’s ticker symbol in the Search Archive window.

“This is another great opportunity for our existing shareholders and 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.

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