

DM PRODUCTS – PRESS RELEASE

DM Products, Inc Premier Products Expo Success

Costa Mesa, CA – October 29, 2007 – DM Products, Inc. (DMPD) (www.dmproducts.biz) announced today that their “Premier Products Expo” which was held from October 15th thru October 17th at their corporate offices in Costa Mesa, California, was an astounding success.

The “Premier Products Expo” was an open invitation to owners, creators and inventors of innovative products to present their ideas and products to DMP. The company requested interested individuals to send a detailed description of the product, along with a brief summary, photos, sketches, DVDs and/or any other supporting information that would best present their product idea. Selected presenters who met certain criteria received an invitation to present their products with a 20-minute pitch presentation to the DMP Marketing Evaluation committee.

“Our Premier Products Expo was a great success. Our intent was to find unique and innovative products that have great potential with consumers and within the market place, and we feel we have accomplished that” according to Kurt Cockrum, President and Chairman of the Board. “We are very excited about several of the products and ideas that were presented to us.”

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 predictions by DM Products are 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 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.

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