

DM PRODUCTS- PRESS RELEASE

LINDA ROSE INTERNATIONAL SIGNS LETTER OF INTENT WITH DM PRODUCTS FOR EXCLUSIVE RIGHTS AGREEMENT

Costa Mesa, CA – December 13, 2007 - DM Products, Inc. www.dmproducts.biz announced today that they have just received a Letter of Intent from Linda Rose International (www.lindarose.com) for the exclusive marketing and distribution rights to all the Linda Rose Hand and Foot Care System products.

Linda Rose, founder of Linda Rose International, developed the Hand and Foot Care System products. As the world's first supermodel of hands, Linda Rose's hands have appeared in over 5,000 commercials, and have been the hands of celebrities such as Cybill Sheppard, Candice Bergen and Lauren Hutton. Ms. Rose has appeared on The Merv Griffin Show, David Letterman, Jeopardy, To Tell the Truth, and most recently on Oprah.

"We're not only excited, but are honored to have been given the opportunity and commitment from Linda Rose for the Exclusive Rights to market and distribute this incredible product line," said Kurt Cockrum, President and Chairman of the Board of DM Products, Inc. "Linda Rose has a history of success and an incredible story behind her products, which we intend to share with the next generation," he added.

DM Products, through its wholly owned subsidiary, Direct Success, Inc., develops, finances, produces, markets, and distributes unique and innovative health, beauty, cooking, 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