

DM PRODUCTS- PRESS RELEASE

WALGREEN CO. DRUG RETAIL GIANT TO MARKET THE BANJO FISHING LURE SYSTEM

Costa Mesa, CA , December 17, 2007 - DM Products, Inc. (www.dmproducts.biz) which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, and in association with Tristar Products (www.tristarproductsinc.com) announced today that they have reached an agreement with Walgreen Co. (www.walgreens.com) to market The Banjo Minnow. Approximately 25,000 units are on order for the first quarter of 2008.

Walgreen's has over 5431 retail pharmacy stores and is the number one leading drugstore retailer in sales and profits. Their present expansion plan is to have over 7000 stores by the end of 2010. Besides their mainstay in drug and pharmaceutical products, Walgreen's retails a variety of other products, including fishing and sporting goods.

"We're very excited and pleased that Walgreen's has joined our growing retail distribution network, especially prior to the upcoming fishing season," said Kurt Cockrum, President and Chairman of the Board of DM Products, Inc. "With over 5000 retail stores, we're hoping to increase the Banjo's exposure tremendously."

The Banjo Minnow Fishing Lure System is a 158-piece collection of special minnow lures, hooks, weed guards and an instructional video, which revolutionized the sport of fishing. Developed by renowned tournament and sport fisherman, Wayne Hochmeyer, the Banjo Minnow is the number one best selling fishing lure system in America.

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