

DM PRODUCTS – PRESS RELEASE

James R. Clarke Appointed as Director of DM Products

Costa Mesa, CA – MARCH 26, 2008 – DM Products announced today the appointment of James R. Clarke to the Board of Directors.

Mr. Clarke has over 30 years of extensive Senior and Executive level management experience, including developing operations and building international distribution networks throughout the US and worldwide. He founded five companies, one of which grew to revenues of \$10,000,000 in less than two years. “Mr. Clarke possesses a strong background in Sales, Marketing, Strategic Planning, start-ups, turn-around’s and rapid growth situations,” according to Kurt Cockrum, President and Chairman of DM Products. “He will be an asset and great addition to our team here at DM Products.”

Mr. Clarke began his business career with Owens Corning Fiberglas of Los Angeles, CA in their Mechanical Products and Systems sales Division. He was promoted after one year to Distribution Manager for Southern California. Quintec Industries hired him two years later, and he became a partner within three years. Appointed president to turn-around a public company (Veritec-VRTC) Mr. Clarke directed the company out of bankruptcy/Chapter 11 with success. Over the past 20 years, he has also held several positions with other companies as President or CEO, and has previous Board experience. He received a BS in Business Administration and a MS in Marketing from the Oklahoma State University.

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.