

DM PRODUCTS – PRESS RELEASE

Roy E. Cooper Appointed as Director of DM Products

Costa Mesa, CA – April 21, 2007 – DM Products announced today the appointment of Roy E. Cooper to the Board of Directors.

Mr. Cooper has over 40 years of extensive Senior and Executive level management experience in the Lumber industry. He presently resides on the Board of Directors for CSS, Inc. and is the current President of Cody Ventures and Everlert, Inc. “Mr. Cooper offers a strong background in Sales, Marketing, Manufacturing and Operations, which will be a great asset for the company” according to Kurt Cockrum, President and Chairman of DM Products. “We look forward to utilizing Mr. Cooper’s knowledge and experience and believe he will be a great addition to our team here at DM Products.” Mr. Cooper began his business career with O’Neil Lumber and Millwork Company where he worked for 42 years. For 12 years, Mr. Cooper was also founder and owner of a successful company called RECS, a specialty company that manufactured and provided restoration, refurbishment and replacement of unique historical doors, moldings and casings. He has held several other leadership positions, such as President of the Old National Trail Shrine Club, and was elected to the prestigious Egyptian Preceptory Legion of Honor DeMolay International organization.

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.