

DM PRODUCTS – PRESS RELEASE

James R. Clarke Appointed as New Board Chairman and President of DM Products

Costa Mesa, CA – MAY 12, 2008 – DM Products announced today the appointment of James R. Clarke as Board Chairman and President of the company. This appointment fills the positions previously held the past year by Kurt Cockrum, who has submitted his resignation effective April 29, 2008. Mr. Cockrum will immediately take over as Vice President of Operations.

Mr. Clarke has over 30 years of 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's assuming the President and Chairman responsibilities will allow me to focus my time and energy on the operations end of the business," according to Kurt Cockrum, former President and Chairman of DM Products.

Mr. Clarke began his business career with Owens Corning Fiberglas of Los Angeles, CA in their Mechanical Products and Systems sales Division, and was promoted after one year to Distribution Manager for Southern California. 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 operated as President or CEO with several other companies, and has previous Board experience. He received his BS in Business Administration and MS in Marketing from 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.