

DM PRODUCTS- PRESS RELEASE

BANJO MINNOW SALES INCREASE 112% IN 12 MONTH PERIOD

Walnut Creek, CA – July 31, 2009 DM Products, Inc. which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, announced today that Banjo Minnow sales for the 12 months ending June 31, 2009 have increased approximately 112% as compared to the previous 12 months ending June 31, 2008. This increase represents approximately 208,000 units as compared to 97,000 units.

DM Products, Inc. in collaboration with fishing-guru Wayne Hockmeyer and DRTV marketing distributors Tristar Products, Inc. has reeled in Banjo Minnow Fishing Lure System consumers from all around the world. Developed by renowned tournament and sport angler Wayne Hockmeyer, the Banjo Minnow Fishing Lure System is the number one selling fishing lure system in America. The Banjo Minnow retails for \$19.95 plus shipping and handling. For more information, go to www.dmproducts.biz or www.banjominnow.com.

“We are contributing the success of our increased sales of The Banjo Minnow as a result of focusing aggressively on increased media and retail marketing areas, combined with the recent release of the new version of the Banjo Minnow, ‘License To Catch 006’. We have also targeted and tapped into foreign markets and have seen strong interest in the Banjo Minnow there. We feel our sales will continue to improve and stay strong and increase throughout the rest of this year and next year,” said James Clarke, President and Chairman of the Board for DM Products, Inc.

In 1996, the National Infomercial Marketing Association awarded the Banjo Minnow infomercial the Best Demonstration Infomercial and Best Infomercial Call to Action.

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. 925-943-2090