

DM PRODUCTS – PRESS RELEASE

Kurt Cockrum Re-Assumes Leadership Role

Walnut Creek, CA – October 28, 2009 – DM Products announced today the re-appointment of Kurt Cockrum to the Board of Directors. Having stepped aside as Director and President in 2007, Mr. Cockrum has accepted the offer to return as Chairman of the Board of Directors, as well as President. James Clarke, DM Products current Chairman and President, will remain on the Board and hold the positions of Secretary and Treasurer.

Mr. Cockrum has over 33 years of extensive business experience and has a proven success record as an entrepreneur. He has worked for Interlake, Inc., the world's leading Materials Handling equipment supplier from 1973 thru 1983, and founded Kacee Construction, a subsidiary of Cockrum Enterprises. "We are excited for the return of Kurt. Although he actively remained a vital part of the company as Vice President of Operations, his leadership at the top was greatly missed," said James Clarke, former President. "We all know and appreciate his background in business operations, human resources, sales, financial planning, distribution and fulfillment. As we move forward, he is the obvious choice to lead the charge," Clarke added.

Mr. Cockrum has been involved with numerous organizations throughout his community, volunteering and helping out with youth organizations, church activities, and serving on various boards and committees. He is presently serving in an advisory capacity to Pacific Lutheran Theological Seminary in Berkeley, California.

"I am excited to re-assume my role as Chairman and President. I believe in this company and intend to devote my entire energy towards its growth and success," said Mr. Cockrum. "Our future seems promising. As Vice President of Operations, I never lost sight of our mission, and have always remained hands-on in the daily matters of the company."

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.

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