

DM PRODUCTS- PRESS RELEASE

BANJO MINNOW SALES UP 120% IN 12 MONTH PERIOD

Walnut Creek, CA – November 24, 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 September 30, 2009 have increased approximately 120% as compared to the previous 12 months ending September 30, 2008. Royalties earned for this period were over \$334,000.

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.

“With a slow start in sales early in the fishing season, due to manufacturing problems and the slow economy, we’re very pleased with the increase in sales and royalties earned. We anticipate future sales will continue to be strong in the coming season, and the Banjo Minnow will not only meet, but exceed our sales expectations in the future. In the past, the Banjo Minnow has sold over \$100 million in sales, which is a record high best for any fishing lure kit ever made,” said Kurt Cockrum, 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