

## **DM PRODUCTS- PRESS RELEASE**

### **DM PRODUCTS, INC. RETAINS SERVICES OF BECKSTEAD and WATTS, LLP TO CONDUCT AUDIT IN PREPARATION FOR REGISTRATION STATEMENT**

Walnut Creek, CA, January 25, 2010 - DM Products, Inc. ([www.dmproducts.biz](http://www.dmproducts.biz)) announced today that they have retained the services of Beckstead and Watts, LLP to conduct an audit of the company's financial statements in preparation for DM Products filing Form 10 (registration of common stock) with the Securities and Exchange Commission. Beckstead and Watts specialize in audits of small publicly traded companies. Brad Beckstead, managing partner, is a member of the Public Oversight Board and is president of United Accounting Systems, LLC. Their address is 2425 W. Horizon Parkway, Henderson, NV 89052, Phone 701-257-1984, FAX 702-362-0540.

"We're very pleased to have such a reputable and qualified accounting firm oversee our audit," says Kurt Cockrum, President and Chairman of DM Products, Inc. "It has long been our goal to register our securities and provide the company with the opportunity to move up to the Bulletin Board. This is the first step," Cockrum added.

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 sale 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](http://www.dmproducts.biz) or email [dmproducts@dmproducts.biz](mailto:dmproducts@dmproducts.biz). 925 943 2090