

DM PRODUCTS- PRESS RELEASE

2009 YEAR END AUDITED FINANCIALS SHOWS FIRST PROFITABLE YEAR

Walnut Creek, CA, March 30, 2010 - DM Products, Inc. (www.dmproducts.biz) which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, and in association with Tristar Products (www.tristarproductsinc.com) announced today that the company has accomplished a major milestone and has ended the 2009 year in the black.

“We are excited that we have turned the corner and are able to announce our first profitable year since our conception,” says Kurt Cockrum, President and Chairman of DM Products, Inc. “For 2009, we had a total of \$363,767 in royalty income, which resulted in a NET profit of \$88,670. “We are determined, and enthusiastically optimistic we are doing the right things to move forward in a positive direction to make this company successful. We are confident with our business plan and possibilities for success in 2010.”

The Banjo Minnow Fishing Lure System is a 158-piece collection of special minnow lures, hooks, weed guards and an instructional video, which revolutionized the sport of fishing. Developed by renowned tournament and sport fisherman, Wayne Hockmeyer, the Banjo Minnow is the number one best selling fishing lure system in America.

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