

DM PRODUCTS- PRESS RELEASE

S-1 FORM SUBMITTED AND FILED WITH THE SEC

Walnut Creek, CA, April 9, 2010 - DM Products, Inc. (www.dmproducts.biz) which has the exclusive marketing rights to the Banjo Minnow Fishing Lure System, announced today that they have completed and submitted to the Securities and Exchange Commission a Form S-1 Registration Statement.

“By taking the necessary action of registering our common stock, we have committed to becoming a fully reporting company. This has long been one of our primary objectives and we believe this will instill confidence among our existing shareholders as well as the general public,” commented Kurt Cockrum, President and Chairman of DM Products, Inc. “Now that the S-1 has been submitted, we are ready to take the next steps.” Cockrum added.

Although the timing of the review and final SEC approval is unknown, the company is hoping for finalization by early summer. In the meantime, management (along with securities counsel) is preparing the necessary documentation for Bulletin Board acceptance.

The Banjo Minnow Fishing Lure System is a 158-piece collection of special minnow lures, hooks, weed guards and an instructional video, which has 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