

DM PRODUCTS- PRESS RELEASE

ANNOUNCING - GLENDALE SECURITIES AGREES TO SPONSOR DM PRODUCTS, INC. FOR BULLETIN BOARD STATUS.

Walnut Creek, CA, April 19, 2010 - DM Products, Inc. (www.dmproducts.biz) announced today that it has secured the services of Glendale Securities, Inc., to sponsor and file Form 211 with the Financial Industry Regulatory Authority (FINRA). This process is the next step in the company's obtaining trading status on the OCTBB.

Glendale Securities is a well respected brokerage firm which has extensive experience in helping companies such as DM Products. Located in Sherman Oaks, California, Glendale Securities is a member of FINRA and the Securities Investor Protection Corporation (SIPC).

"We are pleased to continually associate with top level professionals such as Glendale Securities. All documents necessary for the 211 filing are in their possession and it is our understanding that they will submit the application in the coming days." said Kurtis Cockrum, President and Chairman of DM Products, Inc.

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 or email dmproducts@dmproducts.biz.