

FORM 211 FILED WITH FINRA FOR BULLETON BOARD STATUS

Walnut Creek, CA, April 23, 2010 - DM Products, Inc. (DMPD : Pink Sheets) an innovative and growing company in the \$300 Billion Direct sales and Infomercial industry announced today that an information statement, pursuant to Rule 15c2-11 under the Securities and Exchange Act of 1934, has been submitted to the Financial Industry Regulatory Authority (FINRA) for active trading on the Over the Counter Bulletin Board (OTC BB). The sponsoring 'market maker' is Glendale Securities, Inc., headquartered in Sherman Oaks, California. The company's stock, currently trades on the Pink Sheets under the trading symbol DMPD and will retain this symbol once approved.

Once approved the company believes it will have greater access to capital, product lines and acquisitions to begin to scale a tier 1 International Infomercial company.

"We are extremely pleased with the speed in which Glendale Securities prepared and filed Form 211. This is another example of the professionalism surrounding our company." Said Kurt Cockrum, President and Chairman of DM Products, Inc. "We have recently filed Form S-1 with the SEC to register securities and become a fully reporting company. We hope to obtain approval of both forms within the near future." Cockrum added.

About 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 sales through infomercial marketing and distribution channels.

The company intends to aggressively and systematically expand its already existing products list using a direct response model. Our goal is to become one of the leaders in a \$300 billion a year industry.

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.

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