

## **DM PRODUCTS- PRESS RELEASE**

### **RECORD THREE YEAR HIGH FOR SINGLE MONTH SALES**

Walnut Creek, CA, June 28, 2010 - DM Products, Inc. ([www.dmproducts.biz](http://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](http://www.tristarproductsinc.com)) announced today that the company has reached another major milestone and has recorded a three year record high for a single months earnings. \$116,000 in royalty's were earned with over 47, 000 units sold for the month of April to start the first second quarter.

"After typical low sales for the off seasonal first quarter, we are off to a great start early in this 2010 fishing season. In one month, we achieved 25% in sales of what we did all last season. This is primarily due to increase in international sales. "According to Kurt Cockrum, President and Chairman of DM Products, Inc. "I believe those shareholders that have shown patience are going to be very pleased with our progress this year. Once our S-1 filing is approved, we'll be eligible for Bulletin Board status, which we are in the process of achieving. In the near future, we will be announcing some additional news on new diversification plans for the company, which really excited us. We are determined, and enthusiastically optimistic, that we are doing the right things to move the company forward in a positive direction. We continue to have confident in our business plan and the 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](http://www.dmproducts.biz) or email [dmproducts@dmproducts.biz](mailto:dmproducts@dmproducts.biz).

