

DM PRODUCTS- PRESS RELEASE

ROBERT ALIANO TO HEAD NEW FRAGRANCE AND PERSONAL CARE DIVISION

Walnut Creek, CA, July 26, 2010 - DM Products, Inc. (www.dmproducts.biz), announced today it has hired fragrance industry legend Robert Aliano to hold the position of CEO for its newly formed personal care division, appropriately named "Aliano Westlake Village". Mr. Aliano will be responsible for all aspects of company operations, including fragrance creation, packaging and presentation, product promotion, and campaign management.

"It would be impossible to fully showcase all of Mr. Aliano's credentials and accomplishments in the personal care products industry by way of this announcement. His successes are unmatched. We [DM Products] would not have considered entering into this prestigious arena without his agreeing to lead the way," said Kurt Cockrum, President and Chairman of DM Products.

Beginning his career in the 70's with Revlon, as Director of Packaging, Product Development, Creative Product Development and Marketing, Mr. Aliano was the key to the success of products such as *Natural Wonder*, *Basic Revlon*, *Fabulash*, *Fabuliner*, and *Super Shadows* as well as classics such as *Flex*, *Aquamarine* and *Colorsilk* (over 3,000 products).

In 1977, he joined *Max Factor* as Vice President, reporting to the CEO and charged with the responsibility for a complete revision and reintroduction of all that company's color, treatment and fragrance product lines. During his three years there, *Max Factor* created and introduced the entire line of *Halston* fragrances and color cosmetics, building it from zero to \$47 million annual gross.

By 1980, Aliano and selected associates went on their own to form *Aliano, Forkish & Maddocks, Marketing Consultants*. During that five years, the partners helped many accounts improve their business performance, including: *Syntex Corporation*, *Beauty Science*, *Sprague Metal Box*, *Shorewood Packaging*, *Mas Barcelona*, *SkinControl* (Dick Clark), *Phototron*, *Ford Vitamins*, *Cosmerica* (acting President), *Princess Cruises* and *Beverly Hills Confections*.

In 1986, *Georgio Beverly Hills* engaged Mr. Aliano to serve as Vice President, Creative Product Development Worldwide, in what was to produce for the *Procter & Gamble* Division a twelve-year creative and commercial triumph, wherein he 1) developed the creative direction for the company, 2) researched and developed new business opportunities, and 3) worked with advertising agencies to design consumer-preferred concepts. His contributions to *Georgio* included the creation of the fragrances *Red*, *Red for Men*, and *Wings*, *Wings for Men*, and the revision of the *Georgio* fragrance itself. He was also responsible for developing the packaging, the visuals, and the advertising and promotional programs. To date, *Georgio and Red* sales alone have amounted to over \$1.5 billion.

In 1998, Bob formed *Robert P. Aliano & Associates Marketing Consultants*, in Westlake Village, California to work with many varied companies that require traditional marketing, sales, operational or management assistance. His clients included: *QVC*, *Balley Total Fitness*, *Jane Seymour Enterprises*, and *The Miss America Organization*.

Among the numerous awards Bob has received are:

Spirit of Life Award (1991)

United Kingdom Award (1993)

POPAI Gold Award

Humanitarian of the Year
City of Hope

Wings for Women
Best Fragrance Launch

Wings for Women
Point of Purchase Display

Fragrance Foundation Award
Red for Women
Best Fragrance Launch

“DM Products will be adding other highly qualified individuals to assist Bob in the operation of our fragrance division, many of whom have worked closely with him in the past. We could not be more enthusiastic about the direction in which our company is heading,” Cockrum added.

DM Products, through its wholly owned subsidiary, Direct Success, Inc., currently develops, finances, produces, markets, and distributes unique and innovative health, beauty, fashion, fitness and other products for sale through infomercial marketing and distribution channels. The company intends to expand its operations to include a newly formed personal care division, which will be operated through another subsidiary, Aliano, Inc., dba “Aliano Westlake Village.”

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 beliefs at the time the prediction is made. There can be no assurance that any prediction, once made, will continue thereafter to reflect management’s beliefs, and DM Products does not undertake to update publicly its predictions, whether as a result of new information, future events or otherwise.