

## **DM PRODUCTS- PRESS RELEASE**

### **DM PRODUCTS ESTABLISHES DIVISION TO PENETRATE BEAUTY AND PERSONAL CARE MARKET.**

Walnut Creek, CA, July 19, 2010 - DM Products, Inc. ([www.dmproducts.biz](http://www.dmproducts.biz)), announced today it has formed a new subsidiary for the purpose of creating, manufacturing, distributing and selling prestige fragrances and beauty related products. This newly established division will be led by one of the premiere fragrance designers/expert in the industry today and backed by a team of highly qualified and experienced individuals.

“We were presented with an opportunity to aggressively compete in the highly profitable fragrance and perfume industry and viewed it as one the company needed to actively pursue.” Said Kurt Cockrum, President and Chairman of DM Products, Inc. “ After a significant period of market research, and meeting with top level personnel willing to join with us, we are excited to make this announcement. We will be releasing information concerning the management team being formed to run the personal care division in the very near future. I am sure our shareholders will be impressed with the credentials surrounding the individuals we have selected.” Cockrum added. “This fits in perfectly with our vision of expansion and diversification.”

The perfume industry’s annual sales are estimated to be between \$25 billion and \$30 billion. The United States alone represents approximately 33% of that market. “The personal care products industry appears to be as recession proof as we can hope for. This addition will help to ensure shareholder confidence. With the high profile and proven experience of our new management, we fully expect to be a significant player in a relatively short period of time.”

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 the newly formed personal care division, which will be operated through another subsidiary.

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).