

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Partners with the Venus Group to Launch the Venus Touch

Tustin, CA-April 15, 2002-Direct Success has partnered with The Venus Group to market the Venus Touch, it was announced by Greg DeBenon, Chief Executive Officer of Direct Success. A Viagra-like product for women, the Venus Touch will be marketed via an infomercial that is scheduled to air Summer 2002, and will attempt to lead the category directed to the female market.

Viagra for men has become one of the most successful drugs marketed by Pfizer, and its herbal competitors have become substantial successes during the past year.

"We believe that the Venus Touch has as much potential for success, as products in the male category, and we are very enthused about its potential, said Mr. DeBenon.

The infomercial will be produced by Script to Screen, one of the industry's leading direct response television marketing companies, and M2 Marketing and Management Services will manage the transactional elements.

Direct Success is an infomercial marketing company with its headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

DIRECT SUCCESS (a subsidiary of DM Products, Inc.) TO MARKET THE VENUS TOUCH VIA INFOMERCIAL

Tustin, CA-July 8, 2002-Direct Success announced today that in partnership with The Venus Group, it has completed an infomercial for the Venus Touch, a Viagra-like product for women.

The infomercial which began airing in June, 2002, was produced by Script to Screen, one of the industry's leading direct response television marketing companies.

M2 Marketing and Management Services is managing the transactional elements.

Viagra for men has become one of the most successful drugs marketed by Pfizer, and its herbal competitors have become substantial successes during the past year.

"We believe that the Venus Touch has as much potential for success, as products in the male category, and we are very optimistic about its potential," said Greg DeBenon, Chief Executive Officer of Direct Success.

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DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Signs Agreement with QVC

Tustin, CA-June 16, 2003-Direct Success announced recently that it has signed an agreement to market the TorsoT system on QVC, the world's leading shopping channel.

The Torso T system was developed to target the entire mid body section, and features a versatile T-Bar that can be moved around the body to exercise the upper and lower abs. The product is complemented with a 7-minute fitness video that was developed by renowned celebrity fitness trainer, Greg Isaacs.

Greg is best known for his transformational results when preparing some of Hollywood's biggest stars for their roles in film. He is also an accomplished triathlete and creator of The Lean Routine infomercial that drew over \$25 million in sales, and author of the best selling book The Ultimate Lean Routine.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Completes Infomercial for the Torso T

Tustin, CA-January 9, 2003-Direct Success announced today that in partnership with Fitness IQ and Script to Screen, it recently completed an infomercial for a new fitness product called the Torso T.

The Torso T system was developed to target the entire mid body section, and features a versatile T-Bar that can be moved around the body to exercise the upper and lower abs. The product is

complemented with a 7-minute fitness video that was developed by renowned celebrity fitness trainer, Greg Isaacs.

Greg is best known for his transformational results when preparing some of Hollywood's biggest stars for their roles in film. He is also an accomplished triathlete and creator of The Lean Routine infomercial that drew over \$25 million in sales, and author of the best selling book The Ultimate Lean Routine.

The Torso T infomercial was produced by Script to Screen, and is hosted by Lisa Lamendola with support from Mr. Isaacs. It is currently in the initial testing stages.

Historically, the abdominal fitness product category has been one of the most successful vertical markets in the infomercial arena, a trend that continues today. There have been numerous abdominal fitness products that have sold over 1 million units by utilizing the infomercial format.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Announces Positive Results for the Torso-T

Costa Mesa, CA-September 3, 2003-Direct Success announced today the initial test results for the Torso-T direct response television campaign have been favorable.

Direct Success plans to roll out the infomercial in the 4th quarter of 2004.

The Torso T system was developed to target the entire mid body section, and features a versatile T-Bar that can be moved around the body to exercise the upper and lower abs.

The product is complemented with a 7-minute fitness video that was developed by renowned celebrity fitness trainer, Greg Isaacs.

Greg is best known for his transformational results when preparing some of Hollywood's biggest stars for their roles in film. He is also an accomplished triathlete and creator of The Lean Routine infomercial that drew over \$25 million in sales, and author of the best selling book The Ultimate Lean Routine.

The Torso T infomercial was produced by Script to Screen, and is hosted by Lisa Lamendola with support from Greg Isaacs.

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DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Signs Agreement with Quantum International

Tustin, CA-June 23, 2003-Direct Success announced today that it has signed an international distribution agreement with Quantum International.

Quantum International is the market share leader in international distribution through direct response television.

In an exclusive international agreement, Quantum will distribute the Torso T System to such countries as Australia, Japan, Korea, and the United Kingdom.

The Torso T infomercial features the Torso T fitness system that was developed to target the entire mid body section, and features a versatile T-Bar that can be moved around the body to exercise the upper and lower abs. The product is complemented with a 7-minute fitness video that was developed by renowned celebrity fitness trainer, Greg Isaacs.

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DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) to Market Thermo Fusion via Infomercial

Tustin, CA-April 15, 2002-Direct Success, an infomercial marketing company, has acquired the exclusive rights to market Thermo Fusion, a nutritional weight loss supplement, formulated by HST in San Juan Capistrano, California. Thermo Fusion is currently available at limited retail outlets, where it has experienced positive acceptance, as well as by the professional sports community, including Major League baseball players, Troy Percival of the California Angels, and Chuck Finlay of the Cleveland Indians.

Direct Success intends to introduce the product to a wider market via an infomercial that is scheduled to air Summer 2002. Script to Screen, one of the industry's leading direct response television marketing companies, will produce the infomercial, and M2 Marketing and Management Services will manage the campaign.

"Infomercials have proven to be an extremely successful tool to introduce nutritional weight loss supplements to the marketplace. Today, it is a multi billion dollar industry. We believe that Thermo Fusion has the potential to be very successful," said Greg DeBenon, Chief Executive Officer of Direct Success.

Direct Success is an infomercial marketing company with its headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Acquires Exclusive Marketing Rights to the Powerstrap

Tustin, CA-April 15, 2002-Direct Success, an infomercial marketing company, has acquired the exclusive rights to market a golf training device called The PowerStrap. It will introduce The PowerStrap to the golf marketplace via an infomercial that is scheduled to begin airing Summer, 2002. Direct Success has retained Script to Screen, one of the industry's leading direct response television marketing companies, to produce the infomercial, and M2 Marketing and Management Services to manage the transactional elements.

The PowerStrap infomercial will feature world renowned golf teaching professional, Hank Haney, and it will be co-hosted by network sportscaster, Al Trautwig.

"The infomercial format is proven to be a powerful marketing tool in the introduction of golf training products to the golf market place. We are very enthused about the introduction of The PowerStrap, which, we believe, will be very successful," said Greg DeBenon, Chief Executive Officer of Direct Success.

The golf product category has proven to be one of the most successful in the infomercial industry. Successful golf products have been known to generate between \$20 million and \$50 million in revenue when marketed via an infomercial.

Direct Success is an infomercial marketing company with its headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Markets the Power Connection Via Infomercial

Costa Mesa, CA-December 9, 2002-Direct Success announced today that it recently completed an infomercial for the Hank Haney's Power Connection.

After acquiring the exclusive marketing rights for the golf training device earlier this year, Direct Success retained Script to Screen, one of the industry's leading direct response television companies, to produce the infomercial.

The Hank Haney's Power Connection is a golf training device that enables the golfer to retain full extension throughout his or her swing, creating centrifugal force that, in turn, helps them to hit the ball long and straight.

The infomercial is hosted by Bill Patrick, USA Network Golf announcer, and features Hank Haney, one of the world's Top Ten Golf Instructors and a Contributing Editor to Golf Digest. It was filmed at the Texarkana Golf Ranch in Texarkana, Texas.

The infomercial tested successfully and is in the process of a national roll-out. It consistently airs on The Golf Channel. M2 Marketing and Management Services is managing the drtv campaign.

The golf product category is one of the most successful in the infomercial industry. It is not unusual for golf products to generate \$20-\$50 million in revenue when marketed via an infomercial.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Completes Retail Packaging and Point of Purchase for the Power Connection

Costa Mesa, CA-August 25, 2003-Direct Success announced today that it recently completed the retail packaging and Point of Purchase display for the Hank Haney Power Connection.

After acquiring the exclusive marketing rights for Hank Haney Power Connection in 2002, Direct Success produced an infomercial that rolled out nationally, airing consistently on The Golf Channel. This was followed by a retail distribution agreement with the Duran Group to distribute the product nationwide.

The retail sales effort has already begun with very good preliminary results, that includes a substantial order from the top golf retailer, Golfsmith.

Direct Success in an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Adds DRTV Spot to Power Connection Marketing Campaign

Costa Mesa, CA-June 23, 2003-Direct Success announced today that it recently completed a direct response television spot for the Power Connection.

The one-minute spot began airing on The Golf Channel on June 16. It will run in addition to the half hour infomercial produced in 2002, and it will expand the total media coverage for Power Connection and improve the media placement.

Direct Success acquired the exclusive marketing rights for the Power Connection in 2002, and this latest development is part of the ongoing sales and marketing campaign to market the product nationwide.

Direct Success in an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Enters into Partnership Agreement with Script to Screen and Response IQ

Tustin, CA-May 20, 2002-Direct Success announced today that it has entered into a partnership agreement with Script to Screen and Response IQ to market a new abdominal fitness product.

Script to Screen will produce the infomercial, and Response IQ will handle the manufacturing, campaign management and retail distribution.

Response IQ's co-founders and management team are accomplished infomercial industry veterans. The team includes two former Guthy Renker executives and a former Chief Operating Officer of Quantum International. At one time, Quantum was the largest publicly traded company in the infomercial industry.

Historically, the abdominal fitness product category has been one of the most successful vertical markets in the infomercial arena, a trend that continues today. There have been numerous abdominal fitness products that have sold over 1 million units by utilizing the infomercial format.

Direct Success is an infomercial marketing company with headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

DIRECT SUCCESS (a subsidiary of DM Products, Inc.) announces the Naomi Judd's Esteem Infomercial Rolls Out

Costa Mesa, CA-September 3, 2003-The brainchild of international singing legend, Naomi Judd, the Esteem Skin Care System was developed with the help of world renowned biochemist, Dr. Sergio Nacht, and renowned dermatologist and Founder of the Longevity Institute, Dr. Melvin Elson.

Hosted by Naomi Judd, the Esteem infomercial was produced by Script to Screen, one of the nation's leading direct response television companies.

The talkshow-style format features strong testimonials, accompanied by their before and after photos that demonstrate outstanding results.

The show recently tested successfully and has rolled out nationally.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) to Market Montrachet via Infomercial

Tustin, CA-April 15, 2002-Direct Success has partnered with Script to Screen, Inc., and Advanced Bodycare Solutions, LLC, to market the Montrachet hair removal product. Hair removal products comprise a multi billion dollar industry. It will introduce Montrachet to the marketplace via an infomercial that is scheduled

to air Summer, 2002. The Infomercial will be produced by Script to Screen, and M2 Marketing and Management Services will manage the campaign.

Direct Success is an infomercial marketing company with its headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

DIRECT SUCCESS (a subsidiary of DM Products, Inc.) HOST TALENT SECURED FOR MONTRACHET INFOMERCIAL

Tustin, CA-July 9, 2002-Direct Success announced today that the hosts for the forthcoming Montrachet infomercial have been secured.

The infomercial is being produced in partnership with Advanced Bodycare Solutions, LLC, and Script to Screen.

The infomercial, which is being produced by Script to Screen and is currently in production, is scheduled to air in October, 2002.

The host talent are Lise Simms, who has hosted infomercials for AeroBed and Betty Crocker and Larry Anderson, host of the California Lottery and Wall Magic infomercials.

Montrachet is a hair removal product, a category that comprises a multi billion dollar industry.

Direct Success is an infomercial marketing company with its headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Enters into Partnership Agreement with Script to Screen and Hairagami

Tustin, CA-August 8, 2002-Direct Success announced today that the company has entered into a partnership agreement with Script to Screen and Flip Clip Technology, Inc., to market Hairagami via direct response television.

The Hairagami Wardrobe Collection consists of a collection of hair accessory products.

In the past, Hairagami experienced overwhelming success when it marketed its original line of hair accessory products via DRTV, selling over one million units.

The Wardrobe Collection infomercial, which is being produced by Script to Screen, is currently in production, and is scheduled to air October 2002.

Direct Success is an infomercial marketing company with headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Looking Good with Hairagami

Costa Mesa, CA-December 12, 2002-Direct Success announced recently that in partnership with Flip Clip Technology, LLC and Script to Screen, it has completed an infomercial for Hairagami.

The Hairagami Wardrobe Collection consists of a collection of hair accessory products that enable the user to achieve a variety of sophisticated hairstyles in seconds, rather than visiting a hairstylist.

The infomercial, produced by Script to Screen, is hosted by Michelle Anne Boudreau, and features Barbara Stachowski, President of Flip Clip Technology, and celebrity hairstylist, Edward Jimenez.

It recently tested successfully and has begun a national roll out. It consistently runs on national television networks, such as WE, Oxygen and Style.

In the past, Hairagami experienced overwhelming success when it marketed its original line of hair accessory products via DRTV, selling over one million units.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) to Use Infomercial Format to Market Follicare

Tustin, CA-April 10, 2002-Direct Success has partnered with Script to Screen, Inc., and Advanced Bodycare Solutions, LLC, to market the Follicare Hair Growth System. It will introduce Follicare to the marketplace via an infomercial that is scheduled to air Summer, 2002. The Infomercial will be produced by Script to

Screen, and M2 Marketing and Management Services will manage the campaign.

Hair growth products is a multi billion dollar industry. The Follicare product positions favorably against Rogaine and Minoxidil, with potential for huge success.

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DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) to Use Infomercial Format to Market Follicare

Tustin, CA-April 10, 2002-Direct Success has partnered with Script to Screen, Inc., and Advanced Bodycare Solutions, LLC, to market the Follicare Hair Growth System. It will introduce Follicare to the marketplace via an infomercial that is scheduled to air Summer, 2002. The Infomercial will be produced by Script to Screen, and M2 Marketing and Management Services will manage the campaign.

Hair growth products is a multi billion dollar industry. The Follicare product positions favorably against Rogaine and Minoxidil, with potential for huge success.

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DIRECT SUCCESS – PRESS RELEASE

DIRECT SUCCESS (a subsidiary of DM Products, Inc.) Follicare for Men to be Marketed via Infomercial

Tustin, CA-July 9, 2002-Direct Success announced today that it recently completed an infomercial for Follicare, in partnership with Advanced Bodycare Solutions, LLC, and Script to Screen, the leading Santa Ana-based DRTV company.

Follicare For Men is a hair growth and restoration system that consists of a specially formulated shampoo, a topical spray and a nutritional supplement. Hair growth products

are a multi billion dollar industry, and the Follicare product positions favorably against Rogaine and Minoxidil, with potential for huge success.

A testimonial driven show, Follicare For Men demonstrates the positive results achieved by participants who had taken part in an independent pilot clinical study using the Follicare System.

The infomercial is hosted by Dan Moriarty, Network Sports Announcer, with co-host Tony Twist, former NHL Hockey Player.

The infomercial is currently testing, and M2 Marketing and Management Services are managing the campaign.

Direct Success is an infomercial marketing company with its headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

DIRECT SUCCESS (a subsidiary of DM Products, Inc.) SECURES TOP FITNESS GURU TO HOST NEW INFOMERCIAL

Tustin, CA-July 8, 2002-Direct Success, in partnership with Response IQ and Script to Screen, announced today that it has secured Greg Isaacs to host a new infomercial for an abdominal fitness product.

Greg Isaacs is best known for his transformational results when preparing some of Hollywood's biggest stars for their roles in film. Stars such as Pierce Brosnan, Kurt Russell and Antonio Banderas, have all worked with Greg to achieve peak fitness for their individual roles. In 1993, Greg created the Warner Bros. Fitness Center on the Burbank Lot with Clint Eastwood.

An accomplished triathlete, he is the creator of The Lean Routine infomercial which drew over \$25 million in sales, and author of the best selling book The Ultimate Lean Routine. In previous years, he also hosted a very successful infomercial for the Bun Trainer.

Historically, the abdominal fitness product category has been one of the most successful vertical markets in the infomercial arena, a trend that continues today. There have been numerous abdominal fitness products that have sold over 1 million units by utilizing the infomercial format.

Direct Success is an infomercial marketing company with headquarters in Tustin, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Signs Domestic Distribution Agreement for the Power Connection

Costa Mesa, CA-June 16, 2003-Direct Success announced today that it has signed a domestic retail distribution agreement with the Duran Group to distribute the Power Connection to domestic retailers nationwide.

The Agreement will be effective as of June 16, 2003, and the Power Connection will begin to ship to golf retailers nationwide in July 2003.

The Duran Group will act as the exclusive retail distributor, calling on major golf retailers, such as Edwin Watts, Roger Dunn, Nevada Bobs, and Golf Galaxy.

Direct Success acquired the exclusive marketing rights for this product in 2002, and this latest development is part of the ongoing sales and marketing campaign to market the product nationwide.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Signs Letter of Intent with American Telecast

Costa Mesa, CA-April 7, 2003-Direct Success announced today that it has signed a Letter of Intent with American Telecast to market and distribute the Hank Haney's Power Connection in international territories.

The Hank Haney's Power Connection is a golf-training device that enables the golfer to retain full extension throughout his or her swing, creating centrifugal force that, in turn, helps them to hit the ball long and straight.

Earlier this year, an infomercial for this product tested successfully and rolled out nationally in the United States. It consistently airs primarily on The Golf Channel.

Under the proposed agreement with American Telecast, the first territory where the Power Connection will be distributed will be Japan.

"Historically, Japan has been a very successful DRTV market for golf products, second only to the United States. We are very optimistic that the Power Connection will be well received in that country," said Tony Kerry, Chief Executive Officer, Direct Success.

Direct Success is an infomercial marketing company with headquarters in Costa Mesa, California.

DIRECT SUCCESS – PRESS RELEASE

Direct Success (a subsidiary of DM Products, Inc.) Partners with Script to Screen and DDI to Market the AB Lifter Plus

Tustin, CA-April 18, 2002-Direct Success announced today that it has partnered with Script to Screen and DDI to market the Ab Lifter Plus via an infomercial. The Ab Lifter Plus is a fitness product invented by Dosho Shifferaw, famed developer of the Bow Flex and co-founder of Direct Focus, one of the fitness industry's most successful direct marketing companies. Kathy Smith, one of America's leading fitness experts, has endorsed the product and will host the show.

"The fitness category is the largest and most successful category in the infomercial industry. It routinely produces products that generate \$100 million to \$500 million in revenue.

Direct Success is an infomercial marketing company with headquarters in Tustin, California.