Jordan Whitney's Program Rankings

Top 10 Infomercials

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	NR	Little Giant Ladder	Dean Johnson	Ladder	$356	Little Giant
2	1	6 Second Abs	Mindy Milrea	Portable exerciser	$59.90	Savvier
3	2	Ionic Breeze	Carolyn Hennesy	Air purifier	$349.95	The Sharper Image
4	5	Ab Scissor	Jake Steinfeld	Exerciser	$14.95 (trial)	Body by Jake
5	3	Bowflex	Tom Purvis	Exerciser	Lead-generating	The Nautilus Group Inc.
6	4	Slim in 6	Julie Moran	Weight-loss system	$59.85	Beach Body
7	NR	Lateral Thigh Trainer	Brenda Dygraf	Exerciser	$99.99	Lateral Thigh
8	8	Bun & Thigh Roller	Nancy Valen	Exerciser	$59.90	Bun & Thigh Roller
9	NR	Magic Bullet	Mick Hastie	Personal blender	$119.94	Homeland Housewares
10	7	Cross Bow	Chris Leary	Exerciser	Lead-generating	Weider

Top 10 Spots

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	6	Propolene	Weight-loss supplements	$29.95	Propolene
2	NR	Bikini Touch	Hair remover	$14.99	Ideavillage
3	2	Bowflex	Home gym	Lead-generating	Bowflex
4	7	Relacore	Weight-loss supplements	Lead-generating	CRC
5	5	Ionic Breeze	Air purifier	$349.95	The Sharper Image
6	NR	Tread Climber	Exerciser	Lead-generating	The Nautilus Group Inc.
7	3	Smoke Away	Stop-smoking program	Lead-generating	Smoke Away
8	8	Laser Straight	Laser-leveling tool	$19.99	Laser Straight
9	NR	Tri-Tek Shaver	Shaver	$19.95	Bell & Howell
10	1	Swiffer Wet Jet	Mopping system	Coupon offer	Procter & Gamble

SOURCE: The Direct Response Monitoring Report "Greensheet" published by Jordan Whitney Inc. in Tustin, Calif. These are the top 10 infomercials and direct response spots based on confidential media budgets and Jordan Whitney's monitoring of national cable and broadcast markets for the **week ending April 17, 2004**.

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Key: FR1: In test phase; FR2: Show/spot in national rollout — first 90 days; FR3: Show/spot in national rollout — 90 days or more; FR4: Show/spot in second or later version. NR: Program not ranked in previous month.

For information about the Direct Response Monitoring Report "Greensheet" and Jordan Whitney's consulting services, contact John Kogler at Jordan Whitney Inc., voice: (714) 832-3353; fax: (714) 832-4422; E-mail: greensheet@home.com; Web site: www.jwgreensheet.com.

The IMS Top 20 DRTV National Cable Rankings

Long-Form Programs

Rank	Weeks on Chart	Show	Marketing Company	Count
1	70	Cross Bow	Weider	482
2	25	Slim in 6	BeachBody.com	422
3	364	Bowflex	Nautilus Group Inc.	383
4	26	Magic Bullet	Homeland Housewares	338
5	270	Sharper Image	The Sharper Image	331
6	18	Ab Lounge	Fitness Quest	316
7	588	Carleton Sheets	Professional Education Institute	311
8	18	Roller	N/A	298
9	117	bareMinerals	MD Beauty	269
10	109	Winsor Pilates	Guthy-Renker Corp.	266
11	65	Body Makeover	Provida Life Sciences	243
12	31	Extenze	Maximizer Health Products	240
13	35	Ab Scissor	Body by Jake Global	227
14	14	Little Giant Ladder	Art Wing Enterprises	217
15	380	Total Gym	American Telecast	207
16	164	Gazelle Freestyle	Fitness Quest	205
17	55	Tread Climber	The Nautilus Group Inc.	200
18	16	Oreck Air	Oreck Direct	180
19	36	CortiSlim	N/A	171
20	142	Tempur-Pedic	Tempur-Pedic Inc.	169

Short-Form Programs

Rank	Product Name	Marketing Company	Price	S&H
1	Propolene	Obesity Research Institute	$29.95	$9.95
2	Leptoprin	PKPF Agency/Zoller Labs	$153	$6.00
3	Relacore	Carter-Reed Co.	$0.00	$0.00
4	Smoke Away	Emerson Direct	$0.00	$0.00
5	CortiSlim	Window Rock Productions	$0.00	$0.00
6	Bowflex Xtreme	The Nautilus Group	$0.00	$0.00
7	Focus Factor	Vital Basics Inc.	$0.00	$5.00
8	Bikini Touch	Ideavillage	$14.99	$5.99
9	Micro Touch Trimmer	Ideavillage	$14.99	$5.99
10	Tread Climber	The Nautilus Group Inc.	$0.00	$0.00
11	Laser Straight	Ideavillage	$19.99	$7.99
12	Follicare	Advanced Body Care Solution	$0.00	$0.00
13	Estrin D	Covaxil Laboratories Inc.	$0.00	$0.00
14	Tri Tek	Emson	$19.95	$6.95
15	Finishing Touch	Ideavillage	$14.99	$5.99
16	Free Money To Pay Bills	Information USA	$37.95	$7.00
17	Pops-A-Dent	Direct to Retail Advertising	$19.95	$8.00
18	Icy Hot Sleeve	Chattem Inc.	$19.95	$6.95
19	Glass Wizard	Ontel Products	$19.99	$6.99
20	Hair Made	Genesis Brands	$19.95	$9.99

Copyright 2004, **Infomercial Monitoring Service Inc.** Satellite 2, 810 Parkway Blvd., Broomall, PA 19008, USA. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: catanese@imstv.com. **Ranking for April 2004. Consecutive weeks on chart since 1/93.** Based solely on frequency of programs aired on national cable networks monitored. IMS is a research and publishing company that tracks both long- and short-form DRTV on national cable, satellite and broadcast. Its database and video library services companies involved in all aspects of the DR industry. IMS also provides weekly and monthly reports of DRTV rankings, verification and evaluations.

DRTV Pitfalls and Passages, Part 2

Continuing on the path embarked upon in the April issue, Take 2 Direct now looks at how the DRTV marketer can avoid the most common pitfalls of two of the most important relationships a marketer will have en route to riches: Media and Fulfillment. To help DRTV marketers avoid the landmines out there, a few key industry experts navigate the way to the smoothest DRTV campaign course.

MEDIA

Pitfall: Spending too much money on the initial media test.

Solutions:
Find an agency that knows media well and can get a viable read on a smaller sample of media. Don't use multiple agencies during the test or you will end up spending twice as much for the same result.

Pitfall: Lack of understanding for your costs and true breakeven ratio.

Solutions:
Work your cost model and breakeven analysis with someone in the DRTV business who has a wealth of experience. Also, update your analysis frequently, especially after test results come in and numbers are closer to reality.

Pitfall: Paying inflated media rates.

Solutions:
Work with a media agency that specializes in DRTV and has an extensive database to which to refer for rate and trend analysis.

Pitfall: Analysis paralysis. In other words, getting tripped up by manically scrutinizing every buy and every decision.

Solutions:
Trust the company you've hired to buy your media. Hopefully, you did your homework in choosing your buyer, which means you should trust what they're doing for you. If you don't, perhaps you're with the wrong agency.

FULFILLMENT

Pitfall: Inadequate supply of inventory, which can lead to angry customers, returns and cancellations.

Solutions:
Don't buy a ton of media if you cannot "fulfill" on a fulfillment promise that you make to your customer. When you have a "hit" on your hands, it's tempting to ramp media and get those orders, but you'll be creating a customer service problem that nobody wants to deal with.

Pitfall: Confusing continuity offers, the end result of which is needless cancellations and returns.

Solutions:
Clarity! Prominently and clearly let your customers know what the continuity offer is, what they can expect, how much it costs, and what they're going to get. It'll save you time, money and heartache in the end.

Pitfall: Offer code confusion that results in erroneous or mixed-up order data coming from the telemarketing firm to the fulfillment house.

Solutions:
Telemarketers and fulfillment firms communicate with each other to establish offer codes, but you should keep yourself informed as well. Test files should ALWAYS be passed between the two parties to ensure errors get sorted out prior to passing the first batch of order data.

Pitfall: Charging credit cards weeks before the actual ship date.

Solutions:
Don't do it. Ensure nothing is being billed prior to product being ready to ship. Not only is it legally questionable, billing long before a product ships will certainly cause customer service issues that will cost you dearly.

Very special thanks to our panel of experts: Stacy Durand, senior vice president, Mercury Media; Nancy Lazkani, president, Icon Media Direct; Larry Moulton, president, Moulton Logistics; Hal Altman, president, Motivational Fulfillment & Packaging Services.

test
Test Marketing Group

For years, Adam MacDonald has given direct response marketers an edge by combining in-depth knowledge and "big picture" DR experience to provide uniquely creative and practical input in developing successful DR campaigns. We are now excited to announce our transition from TEST Marketing Group to Take 2 Direct, specializing in bringing your vision to screen with unparalleled creative production, taking your product to market and managing all the details in between. As 2004 unfolds, Take 2 Direct will continue to bring "From the Lab" to *Response* readers with as much expertise and curiosity as ever. For the latest trends in creative direct response marketing, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at ext. 202, or Betsy Sanz at ext. 212.

take2 DIRECT

REVShare Search Engine Internet Popularity Report

RANK	TITLE	DISTRIBUTOR	NUMBER OF SEARCHES
1	CortiSlim	Window Rock Productions	270,358
2	Bowflex	Bowflex Inc.	125,260
3	Propolene	Obesity Research Institute	120,942
4	Total Gym	American Telecast	98,322
5	Proactiv Solution	Guthy-Renker Corp.	96,230
6	bareMinerals	bareMinerals	79,996
7	Winsor Pilates	Guthy-Renker Corp.	73,716
8	Tempur-Pedic	Tempur-Pedic	67,516
9	Relacore	Carter-Reed Company	64,546
10	Video Professor	Video Professor	54,542
11	Slim in 6	BeachBody.com	53,792
12	Ab Lounge	Fitness Quest	51,090
13	Leptoprin	Leptoprin	49,092
14	Natural Bra	Telebrands	48,110
15	Smoke Away	Council for Natural Health	47,168
16	Ionic Breeze Quadra	The Sharper Image	47,134
17	Lateral Thigh	Lateral Thigh	45,030
18	6 Second Abs	Savvier	44,780
19	AeroBed	Aero Products Intl.	43,720
20	Carleton Sheets	Professional Education Institute	41,112
21	Bun & Thigh Roller	Bun & Thigh Roller	39,666
22	Little Giant Ladder	Art Wing Enterprises	39,218
23	Walk Away Abs	GT Merchandising	35,392
24	FoodSaver Vac	Tilia Inc.	34,392
25	Gazelle Freestyle	Fitness Quest	31,368

REVSHARE
Television's Largest Broker of Performance Based Advertising

The Internet Search Engine Popularity Report is compiled using data provided to REVShare by leading Internet search engines. Numbers shown represent an estimated number of total searches taking place on the Internet for all applicable variations of the product trademark term for **April 2004**. To include your product in our report, and for a free search engine analysis, please visit www.drtvreport.com. An expanded version of this report is also available online as well as a detailed overview of the methodology used to create this report.