

Top 10 Infomercials

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	2	6-Second Abs	Mindy Milrea	Portable exerciser	\$59.90	Sawier
2	6	Ionic Breeze	Carolyn Hennesy	Air purifier	\$349.95	The Sharper Image
3	9	Bowflex	Tom Purvis	Exerciser	Lead-generating	Nautilus Group
4	7	Slim in 6	Julie Moran	Weight-loss system	\$59.85	Beach Body
5	4	Ab Scissor	Jake Steinfeld	Exerciser	\$14.95 (trial)	Body by Jake Global
6	10	Carleton Sheets	Carleton Sheets	Real estate opportunity	\$9.95 (trial)	American Marketing Systems
7	NR	Cross Bow	Chris Leary	Exerciser	Lead-generating	Weider
8	8	Bun & Thigh Roller	Nancy Valen	Exerciser	\$59.90	Sylmark
9	NR	Tempur-Pedic	Dave Nemeth	Memory foam mattress	Lead-generating	Tempur-Pedic
10	NR	Oreck XL Air Purifier	David Oreck	Air purifier	\$29.17/month	Oreck

Top 10 Spots

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Swiffer Wet Jet	Mopping system	Coupon offer	Procter & Gamble
2	3	Bowflex	Home gym	Lead-generating	Bowflex
3	NR	Smoke Away	Stop-smoking program	Lead-generating	Smoke Away
4	7	Leptoprin	Weight-loss supplements	\$153	PKPF/AG Waterhouse
5	5	Ionic Breeze	Air purifier	\$349.95	The Sharper Image
6	1	Propolene	Weight-loss supplements	\$29.95	Propolene
7	NR	Relacore	Weight-loss supplements	Lead-generating	CRC
8	NR	Laser Straight	Laser-leveling tool	\$19.99	Laser Straight
9	NR	CortiSlim	Weight-loss supplements	Lead-generating	CortiSlim
10	NR	Laser Perfect	Laser-leveling tool	\$19.95	Mindstorm Technologies

SOURCE: The Direct Response Monitoring Report "Greensheet" published by Jordan Whitney Inc., 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 March 27, 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.

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