

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	P90X	Tony Horton	Exercise program	\$119.85	Beachbody
2	3	Ab Circle Pro	Jennifer Nicole Lee	Ab exerciser	\$14.95 (trial)	Direct Ent. Media Group
3	NR	Kodak EasyShare	Richard Karn	Printer	\$199.99	Eastman Kodak Co.
4	5	Food Lovers Fat-Loss System	Terri Ouellette	Weight-loss system	\$119.99	Alchemy Worldwide
5	4	Shortcuts to Internet Millions	Jeff Paul	Web business opportunity	\$39.95	Jeff Paul LLC
6	6	Your Baby Can Read	Chad Murdock	Reading system for toddlers	\$14.95 (trial)	Your Baby Can Read
7	8	Profit From Real Estate	Dean Graziosi	Book	\$19.95	Visionary Strategies
8	9	Free Money	Kevin Trudeau	Books	\$29.95	Closer Look
9	2	Slim In Six	Julie Moran	Weight-loss system	\$59.85	Beachbody
10	NR	Winning in Cash Flow	Russ Dalbey	Business opportunity	\$39.95	Dalbey Education Inst.

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.
2	4	Pet Meds	Medications for pets by mail	Lead-generating	Pet Meds
3	6	Rosetta Stone	Language learning systems	Lead-generating	Rosetta Stone
4	2	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
5	NR	HD Vision	Sunglasses	\$19.99	Ideavillage
6	7	Magicjack	Computer phone attachment	\$19.95/year	Magicjack Inc.
7	3	Jupiter Jack	Phone via radio device	\$10	TELEBrands
8	NR	Slim Shots	Liquid appetite suppressant	Lead-generating	Ideavillage
9	5	Smooth Away	Hair removal tool	\$14.99	Ideavillage
10	10	Wonder Hanger	Clothes hanging system	\$19.95	Hampton Direct

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 August 26, 2009.

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For information about the "Green Sheet" Direct Response Monitoring Report and Jordan Whitney's consulting and tape library services, contact John Kogler at Jordan Whitney Inc. Phone: (714) 832-3353; Fax: (714) 832-4422; E-mail: greensheet@cox.net; Web site: www.jwgreensheet.com.