

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	6	Your Baby Can Read	Chad Murdock	Reading system for toddlers	\$14.95 (trial)	Your Baby Can Read
3	4	Food Lovers Fat-Loss System	Terri Ouellette	Weight-loss system	\$119.99	Food Lovers
4	5	Shortcuts to Internet Millions	Jeff Paul	Web business opportunity	\$39.95	Jeff Paul LLC
5	2	Ab Circle Pro	Jennifer Nicole Lee	Ab exerciser	\$14.95 (trial)	Direct Ent. Media Group
6	7	Profit From Real Estate	Dean Graziosi	Book	\$19.95	Visionary Strategies
7	NR	bareMinerals	Leslie Blodgett	Makeup	\$59.98	Bare Escentuals
8	NR	Extenze	N/A	Male enhancement	Lead-generating	Maximizer Health
9	NR	Shark Navigator	Mark Rosen	Vacuum	\$199.80	Euro-Pro
10	NR	Xpress Redi Set Go	Joe Farago	Electric grill	\$39.90	GAIAM

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.
2	4	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
3	NR	Oxiclean	Stain remover	Lead-generating	Church & Dwight
4	2	Pet Meds	Medications for pets by mail	Lead-generating	Pet Meds
5	7	Jupiter Jack	Phone via radio device	\$10	TELEBrands
6	NR	Neckline Slimmer	Toning device for neck/chin	\$19.99	SAS Group
7	8	Slim Shots	Appetite-control liquid supplement	Lead-generating	Ideavillage
8	3	Rosetta Stone	Language learning systems	Lead-generating	Rosetta Stone
9	5	HD Vision	Sunglasses	\$19.99	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 September 23, 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.