TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Natural Cures	Kevin Trudeau	Book	$29.95	Shop America LLC
2	2	Little Giant Ladder	Richard Karn/Robin Hartl	Multi-use ladder	$359.96	Wing Enterprises Inc.
3	4	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
4	3	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.
5	5	6-Week Body Makeover	Michael Thurmond	Weight-loss system	$119.94	Provida Life Sciences
6	9	bareMinerals	Krista Tesreau	Makeup	$59.98	Bare Escentuals
7	NR	Billy's Bootcamp	Billy Blanks	Workout video	$39.95	GT Direct
8	NR	Oreck XL	David Oreck	Vacuum	$36 per month	Oreck Direct
9	8	Proactiv Solution	Vanessa Williams	Acne treatment	$39.95	Guthy-Renker Corp.
10	10	Singer Lazer Storm	Debbie James	Vacuum	$59.75	Singer

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	7	Urine Gone	Pet odor/stain remover	$19.99	HCTV
2	NR	Jenny Craig	Weight-loss program	Lead-generating	Jenny Craig
3	1	Leptopril	Weight-loss supplement	$53	Generix Laboratories
4	5	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Nourish
5	NR	bareMinerals	Makeup	Lead-generating	Bare Escentuals
6	NR	Thyrin ATC	Weight-loss supplements	Lead-generating	Rand Research Labs
7	NR	Stacker2 XPL	Weight-loss supplements	Lead-generating	NVE Pharmaceuticals
8	8	Ab Lounge	Exerciser	$14.95 (trial)	Fitness Quest
9	3	Bowflex	Home gym	Lead-generating	The Nautilus Group
10	6	Ionic Breeze	Air purifier	$349.95	The Sharper Image

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 October 8, 2005.**

Copyright 2005. All rights reserved. Publisher is not responsible for errors or omissions in this chart.

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.