Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Turbo Jam	Chalene Johnson	DVD exercise program	$39.90	BeachBody.com
2	7	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
3	5	bareMinerals	Leslie Blodgett	Makeup	$59.90	MD Beauty
4	2	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.
5	NR	Nutrisystem	Julie Cathey	Weight-loss meals	Lead-generating	Nutrisystem
6	10	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
7	4	Carleton Sheets	Carleton Sheets	Real estate system	$9.95 (trial)	American Marketing
8	NR	Winning in Cash Flow	Gary Collins/Russ Dalbey	Investment opportunities	$39.95	America's Note Network
9	6	Bowflex	Tom Purvis	Home gym	Lead-generating	Nautilus Group Inc.
10	NR	Oreck XL	David Oreck	Vacuum	Lead-generating	Oreck Direct

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	3	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem
2	NR	Oreck XL	Vacuum	Lead-generating	Oreck Direct
3	1	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
4	NR	Retiva	Weight-loss supplement	Lead-generating	Body Innoventions LLC
5	NR	One Touch	Can opener	$19.95	ARM
6	2	Bowflex	Home gym	Lead-generating	Nautilus Group Inc.
7	7	Roll 'n Grow	Roll-out garden seeds	$19.95	Roll 'n Grow
8	NR	Guys Gone Wild	Videos	$19.95	Mantra Entertainment
9	NR	Ab Lounge	Exerciser	Lead-generating	Fitness Quest
10	4	Luma Tweeze	Lighted tweezers	$14.99	IdeaVillage

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 May 24, 2006.**

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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: info@jwgreensheet.com; Web site: *www.jwgreensheet.com.*