Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	NR	Nutrisystem	Julie Cathey	Calorie-controlled meals	Lead-generating	Nutrisystem Inc.
2	2	bareMinerals	Leslie Blodgett	Makeup	$59.90	MD Beauty
3	3	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
4	6	Carleton Sheets	Carleton Sheets	Real estate system	$9.95 (trial)	Professional Education
5	5	6-Week Body Makeover	Michael Thurmond	Weight-loss program	$119.94	Provida Life Sciences
6	1	Turbo Jam	Chalene Johnson	DVD exercise program	$39.90	BeachBody.com
7	NR	Youthful Essence	Susan Lucci	Dermabrasion skincare	$39.95	Guthy-Renker Corp.
8	7	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
9	9	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.
10	NR	Sheer Cover	Leeza Gibbons	Cover-up makeup	$29.95	Guthy-Renker Corp.

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	NR	Auto Cool	Automatic fan for cars	$14.99	Auto Cool
2	2	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
3	3	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
4	NR	Vidalia Chop Wizard	Slicer	$19.95	National Express
5	NR	Grease Bullet	Pan-cleaning product	$10	TELEBrands
6	5	MXZ Saw	Folding saw	$19.99	Emson Corp.
7	8	Luma Tweeze	Lighted tweezers	$9.99	IdeaVillage
8	NR	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
9	10	Enzyte	Male enhancement supplement	Lead-generating	Lifekey Healthcare Inc.
10	1	One Touch	Can opener	$19.95	ARM

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 2, 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: greensheet@cox.net; Web site: *www.jwgreensheet.com.*