Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	NR	Slim in Six	Julie Moran	Weight-loss program	$59.85	BeachBody.com
2	3	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
3	2	bareMinerals	Leslie Blodgett	Makeup	$59.90	MD Beauty
4	1	Nutrisystem	Julie Cathey	Calorie-controlled meals	Lead-generating	Nutrisystem Inc.
5	8	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
6	NR	Swivel Sweeper	Anthony Sullivan	Cordless sweeper	$39.98	OnTel Products Inc.
7	NR	Malt Shop Memories	Bobby Rydell	CD music package	$119.96	Time-Life Music
8	10	Sheer Cover	Leeza Gibbons	Cover-up makeup	$29.95	Guthy-Renker Corp.
9	NR	Core Rhythms	Lauren Krause	Exercise videos	$14.95 (trial)	Dance Sport Videos
10	5	6-Week Body Makeover	Michael Thurmond	Weight-loss program	$119.94	Provida Life Sciences

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	3	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
2	2	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
3	8	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
4	9	Enzyte	Male enhancement supplement	Lead-generating	Lifekey Healthcare Inc.
5	4	Vidalia Chop Wizard	Slicer	$19.95	National Express
6	NR	9/11 Proof Coin	Collectible coin	$29.95	National Collectors' Mint
7	NR	Video Professor	Software teaching program	$6.95 (S&H)	VPI
8	10	One Touch	Can opener	$19.95	ARM
9	NR	Treadclimber	Exercise machine	Lead-generating	The Nautilus Group
10	6	MXZ Saw	Folding saw	$19.99	Emson Corp.

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 30, 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.*