Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	10	Treasury of Health Secrets	Hugh Downs	Health book	$39.95	Bottomline Health
2	5	Oreck XL	David Oreck	Air purifier	Lead-generating	Oreck Direct
3	6	bareMinerals	Leslie Blodgett	Makeup	$59.90	MD Beauty
4	NR	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.
5	7	6-Week Body Makeover	Michael Thurmond	Weight-loss program	$119.94	Provida Life Sciences
6	NR	Oreck XL	David Oreck	Vacuum	Lead-generating	Oreck Direct
7	1	Swivel Sweeper	Anthony Sullivan	Cordless sweeper	$39.98	OnTel Products Inc.
8	NR	Winning in Cash Flow	Gary Collins	Investment information	$39.95	America's Note Network
9	NR	Investools	Pat Murphy-Stark	Investment seminars	Lead-generating	Investools
10	2	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
2	1	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
3	3	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
4	NR	Rejuvenate	Hardwood floor restorative	$19.99	For Life Products
5	5	One Touch	Can opener	$19.95	ARM
6	8	Ab Lounge	Ab exerciser	Free trial	Fitness Quest
7	7	Ionic Breeze	Air purifier	$349.95	The Sharper Image
8	NR	MXZ Saw	Folding saw	$19.95	Emson Corp.
9	NR	Treadclimber	Exerciser	Lead-generating	Nautilus Group
10	4	Video Professor	Software teaching program	$6.95 (S&H)	VPI

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 25, 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.*