Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	5	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
2	4	bareMinerals	Leslie Blodgett	Makeup	$59.90	MD Beauty
3	NR	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
4	2	Dermacia	Rachel Hunter	Makeup	Lead-generating	Dermacia
5	6	Winning in Cash Flow	Gary Collins	Investment information	$39.95	America's Note Network
6	NR	Chevy Silverado	Howie Long	2007 trucks	Lead-generating	General Motors
7	NR	Sonic Blade	Rebecca Kolls	Electric knife	$19.95 trial	Sonic Innovations
8	9	Swivel Sweeper	Anthony Sullivan	Cordless sweeper	$39.98	OnTel Products Inc.
9	NR	Oreck XL Air Purifier	David Oreck	Air purifier	Lead-generating	Oreck Direct
10	NR	Esteban Guitar	Shannon Smith	Guitar self-teaching	$199.80	HSN

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Ab Lounge	Ab exerciser	Free trial	Fitness Quest
2	2	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
3	NR	My Lil' Reminder	Personal recorder	$9.99	Merchant Media
4	4	Total Gym	Home gym	Lead-generating	American Telecast
5	NR	Quick Brites	Automatic mini-lights	$19.99	Merchant Media
6	NR	Hercules Hooks	Wall-hanging hooks	$14.99	AdSouth Marketing
7	5	Power Chair	Personal mobility chair	Lead-generating	Mobility Products
8	9	Procede	Hair regrowth system	Lead-generating	Youth Enhancing Systems
9	NR	Mattress Pad	Heated mattress pad	Lead-generating	Sunbeam
10	3	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig

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 December 27, 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.*