

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.
2	NR	Hip-Hop Abs	Shaun T	Exercise tapes	\$59.80	BeachBody.com
3	3	The Bean	Lisa Kay	Inflatable exerciser	\$49.90	GreenHouse Intl.
4	4	bareMinerals	Leslie Blodgett	Makeup	\$59.90	MD Beauty
5	2	Free & Clear	John Beck	Real estate system	\$39.95	HCG Inc.
6	NR	Weight-Loss Cures	Kevin Trudeau	Weight-loss book	\$29.95	Shop America
7	5	Dermacia	Rachel Hunter	Makeup	Lead-generating	Dermacia
8	9	Winning in Cash Flow	Gary Collins	Investment information	\$39.95	America's Note Network
9	7	Fluidity Method	Michelle Austin	Exercise device	\$39.95 (trial)	Fluidity Fitness LLC
10	NR	Principal Secret	Victorial Principal	Skincare system	\$29.95	Guthy-Renker

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
2	2	Ab Lounge	Ab exerciser	Free trial	Fitness Quest Inc.
3	NR	Relacore	Weight-loss supplements	Lead-generating	Carter Reed Company
4	NR	Stick-up Bulbs	Wireless light bulbs	\$19.99	TELEBrands
5	5	Clever Clasp	Magnetic jewelry fasteners	\$14.99	IdeaVillage
6	10	Bowflex Treadclimber	Dual-tread treadmill	Lead-generating	Nautilus Inc.
7	7	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
8	NR	Hercules Hooks	Hooks for hanging items on walls	\$14.99	AdSouth Partners Inc.
9	4	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
10	NR	Bonzai Chopper	Food chopper	\$19.95	Emson

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 February 28, 2007**.

Copyright 2007. All rights reserved. Publisher is not responsible for errors or omissions in this chart.

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.