

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

| Rank | Last Month | Program | Host | Product | Price | Producer/Distributor |
|------|------------|-----------------|-----------------|----------------------|-----------------|----------------------|
| 1 | NR | Tempur-Pedic | Dave Nemeth | Foam mattresses | Lead-generating | Tempur-Pedic Inc. |
| 2 | 4 | Free & Clear | John Beck | Real estate system | \$39.95 | HCG Inc. |
| 3 | 2 | bareMinerals | Leslie Blodgett | Makeup | \$59.90 | MD Beauty |
| 4 | 3 | The Bean | Lisa Kay | Inflatable exerciser | \$49.90 | GreenHouse Intl. |
| 5 | 9 | Worx GT | Robin Hartl | Grass trimmer | \$99 | Positec USA Inc. |
| 6 | NR | GT Express | Joe Farago | Counter-top grill | \$39.90 | GT Media |
| 7 | 6 | Sheer Cover | Leeza Gibbons | Makeup | \$29.95 | Guthy-Renker Corp. |
| 8 | 1 | Shapely Secrets | Greer Childers | Weight-loss program | \$59.98 | Savvier |
| 9 | 8 | Fluidity Method | Michelle Austin | Exercise device | \$39.95 (trial) | Fluidity Fitness LLC |
| 10 | 5 | Nutrisystem | Various females | Weight-loss meals | Lead-generating | Nutrisystem Inc. |

TOP 10 SPOTS

| Rank | Last Month | Program | Product | Price | Producer/Distributor |
|------|------------|-------------------|----------------------------------|-----------------|----------------------|
| 1 | 2 | Nutrisystem | Delivered weight-loss meals | Lead-generating | Nutrisystem Inc. |
| 2 | 9 | Vonage | Internet phone service | \$24.95/month | Vonage |
| 3 | 5 | Direct Buy | Discount home decorating centers | Lead-generating | Direct Buy |
| 4 | 4 | Proactiv Solution | Acne treatment | \$19.95 | Guthy-Renker Corp. |
| 5 | 8 | Perfect Pushup | Exercise device | \$39.90 | BodyRev Products |
| 6 | NR | Samuria Shark | Knife sharpening system | \$10 | SAS Group |
| 7 | NR | Zorbeez | Absorbent cleaning cloths | \$14.99 | Vertical Branding |
| 8 | 3 | Go Duster | Battery-powered duster | \$19.99 | TELEBrands |
| 9 | NR | Patch Perfect | Lawn seed | \$19.95 | Eagle Eye Marketing |
| 10 | 7 | 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 July 25, 2007**.

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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.