Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	2	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
2	3	bareMinerals	Leslie Blodgett	Makeup	$59.90	MD Beauty
3	10	Nutrisystem	Various females	Weight-loss meals	Lead-generating	Nutrisystem Inc.
4	NR	Weight-Loss Cures	Kevin Trudeau	Book	$29.95	Shop America Network
5	5	Worx GT	Robin Hartl	Grass trimmer	$99	Positec USA Inc.
6	NR	The Firm	Wendy Braun	Fitness/weight-loss	$59.90	GT Media
7	6	GT Express	Joe Farago	Counter-top grill	$39.90	GT Media
8	NR	Winning in Cash Flow	Gary Collins	Business opportunity	$39.95	America's Note Network
9	NR	P90X	Tony Horton	Exercise program	$99	BeachBody.com
10	NR	Tobi Steamer	Loren Chase	Portable steamer	$119.80	Sylmark

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Vonage	Internet phone service	$24.95/month	Vonage
2	1	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
3	3	Direct Buy	Discount home decorating centers	Lead-generating	Direct Buy Inc.
4	4	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
5	NR	Downy Wrinkle Release	Laundry spray	Lead-generating	Procter & Gamble
6	NR	Total Gym	Home gym	Lead-generating	Total Gym Fitness
7	5	Perfect Pushup	Exercise device	$39.90	BodyRev Products
8	10	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
9	NR	Bowflex	Home gym	Lead-generating	Nautilus Group
10	6	Samurai Shark	Knife-sharpening system	$10	SAS Group

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 29, 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.*