

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	3	Free & Clear	John Beck	Real estate system	\$39.95	HCG Inc.
2	NR	Natural Advantage	Jane Seymour	Skincare system	\$29.95	Guthy-Renker Corp.
3	2	Shark Steam Mop	Mark Rosen	Steam mop	\$79.80	Euro-Pro
4	NR	Turbo Jam	Chalene Johnson	Exercise program	\$59.90	BeachBody.com
5	NR	Total Gym	Brinkley/Norris	Home gym	Lead-generating	Total Gym Fitness LLC
6	6	Shortcuts to Internet Millions	Jeff Paul	Web business opportunity	\$39.95	Shortcuts LLC
7	NR	Winning in Cash Flow	Russ Dalbey	Business opportunity	\$39.95	America's Note Network
8	4	P90X	Tony Horton	Exercise program	\$99	BeachBody.com
9	9	Ab Rocket	Adrienne Janic	Exerciser	\$99.99	Raymond Ent. Direct
10	NR	Fluidity	Michelle Austin	Exercise device	Lead-generating	Fluidity Fitness

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	3	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
2	1	Vonage	Internet phone service	\$24.95/month	Vonage
3	2	Perfect Pushup	Exercise device	\$39.90	BodyRev Products
4	NR	Weight Watchers	Weight-loss centers	Lead-generating	Weight Watchers
5	5	DirectBuy	Discount furnishing centers	Lead-generating	UCC Total Home
6	4	Total Gym	Home gym	Lead-generating	Total Gym Fitness LLC
7	6	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
8	NR	Handy Switch	Wireless light switch	\$19.99	IdeaVillage
9	9	Mighty Putty	Moldable super-hold epoxy	\$19.99	Plymouth Direct
10	NR	bareMinerals	Mineral makeup	Lead-generating	MD Beauty

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 January 30, 2008**.

Copyright 2008. 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.