

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	8	P90X	Tony Horton	Exercise program	\$99	BeachBody.com
2	1	Free & Clear	John Beck	Real estate system	\$39.95	HCG Inc.
3	3	Shark Steam Mop	Mark Rosen	Steam mop	\$79.80	Euro-Pro
4	NR	Sheer Cover	Leeza Gibbons	Makeup	\$29.95	Guthy-Renker Corp.
5	NR	bareMinerals	Leslie Blodgett	Makeup	\$59.90	MD Beauty
6	9	Ab Rocket	Adrienne Janic	Exerciser	\$99.99	Ab Rocket
7	NR	Principal Secret	Victoria Principal	Skincare system	\$29.99	Guthy-Renker Corp.
8	10	Fluidity	Michelle Austin	Exercise device	Lead-generating	Fluidity Fitness
9	NR	Cricut Cutter	Nancy Wudel	Paper-cutting machine	\$249.75	Provo Craft
10	NR	Lifestyle Lift	Wendy Rutledge	Facelift procedure	Lead-generating	Lifestyle Lift

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	Perfect Pushup	Exercise device	\$39.90	BodyRev Products
4	4	Weight Watchers	Weight-loss centers	Lead-generating	Weight Watchers
5	7	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
6	6	Total Gym	Home gym	Lead-generating	Total Gym Fitness LLC
7	5	DirectBuy	Discount furnishing centers	Lead-generating	UCC Total Home
8	NR	Bissell	Vacuums	Lead-generating	Bissell
9	NR	Slim Shots	Appetite controller	Lead-generating	IdeaVillage
10	NR	Infinity Razor	Razors	\$19.95	Infinity Razor

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 27, 2008**.

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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.