Research Jordan Whitney's Program Rankings

	TOP 10 INFOMERCIALS									
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor				
1	1	P90X	Tony Horton	Exercise program	\$99	BeachBody.com				
2	2	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	4	Sheer Cover	Leeza Gibbons	Makeup	\$29.95	Guthy-Renker Corp.				
5	5	bareMinerals	Leslie Blodgett	Makeup	\$59.90	MD Beauty				
6	NR	Total Gym	Brinkley/Norris	Home gym	Lead-generating	Total Gym Fitness LLC				
7	NR	Shark VX3	Mark Rosen	Cordless floor cleaner	\$99.80	Euro-Pro				
8	NR	GT Xpress	Joe Farago	Countertop grill	\$39.90	GAIAM				
9	10	Lifestyle Lift	Wendy Rutledge	Facelift procedure	Lead-generating	Lifestyle Lift				
10	NR	Natural Advantage	Jane Seymour	Skincare system	\$29.95	Guthy-Renker Corp.				

TOP 10 SPOTS								
Rank	Last Month	Program	Product	Price	Producer/Distributor			
1	1	Vonage	Internet phone service	\$24.95/month	Vonage			
2	2	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.			
3	3	Perfect Pushup	Exercise device	\$39.90	BodyRev Products			
4	5	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig			
5	9	Slim Shots	Appetite controller	Lead-generating	IdeaVillage			
6	4	Weight Watchers	Weight-loss centers	Lead-generating	Weight Watchers			
7	6	Total Gym	Home gym	Lead-generating	Total Gym Fitness LLC			
8	7	DirectBuy	Discount furnishing centers	Lead-generating	UCC Total Home			
9	NR	Handy Switch	Wireless light switch	\$19.99	IdeaVillage			
10	NR	Gold Kit	Cash for scrap gold	Lead-generating	Lippincott LLC			

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 March 26, 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.