## **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	Shark Steam Mop	Mark Rosen	Floor cleaner	\$89.75	Euro-Pro				
3	4	bareMinerals	Leslie Blodgett	Makeup	\$59.90	MD Beauty				
4	NR	Principal Secret	Victoria Principal	Skincare	\$29.95	Guthy-Renker Corp.				
5	8	Lifestyle Lift	Wendy Rutledge	Facelift procedure	Lead-generating	Lifestyle Lift				
6	7	Sleep Number Bed	Colleen Needles	Inflatable mattresses	Lead-generating	Select Comfort				
7	2	P90X	Tony Horton	Exercise program	\$99	BeachBody.com				
8	NR	Magicjack	Mel Arthur	Digital online phone service	Lead-generating	SSN				
9	NR	Worx GT	Robin Hartl	Grass trimmer	\$99	Positec USA Inc.				
10	NR	Tempur-Pedic	Dave Nemeth	Memory foam mattress	Lead-generating	Tempur-Pedic Inc.				

TOP 10 SPOTS								
Rank	Last Month	Program	Product	Price	Producer/Distributor			
1	1	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.			
2	2	Slim Shots	Appetite controller	Lead-generating	IdeaVillage			
3	3	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig			
4	NR	Perfect Pushup	Exerciser	\$39.90	Body Rev Products			
5	4	Pet Meds	Home-delivered pet medication	Lead-generating	Pet Meds			
6	6	Total Gym	Home gym	Lead-generating	Total Gym Fitness LLC			
7	10	DirectBuy	Discount furnishing centers	Lead-generating	UCC Total Home			
8	NR	Purina One	Pet food	Lead-generating	Purina			
9	9	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 May 21, 2008.

\$29.99

Peticure

Pet-grooming product

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Peticure

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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.