Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
2	NR	10-Minute Trainer	Tony Horton	Exercise program	$66.66	BeachBody.com
3	8	Magicjack	Mel Arthur	Digital online phone service	Lead-generating	Savings Shopping Nework
4	3	bareMinerals	Leslie Blodgett	Makeup	$ 59.90	Bare Escentuals Beauty
5	9	Worx GT	Robin Hartl	Grass trimmer	$99	Positec Power Tools
6	2	Shark Steam Mop	Mark Rosen	Floor cleaner	$ 89.75	Euro-Pro
7	NR	Meaningful Beauty	Cindy Crawford	Skincare system	$ 29.95	Guthy-Renker Corp.
8	5	Lifestyle Lift	Wendy Rutledge	Facelift procedure	Lead-generating	Lifestyle Lift
9	NR	GT Xpress	Joe Farago	Counter-top grill	$39.90	GAIAM/GT Media
10	NR	Auctions for Income	Dave Espino	e-Bay training system	$ 39.95	Auction Profits LLC

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
2	5	Pet Meds	Home-delivered pet medication	Lead-generating	Pet Meds
3	3	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
4	2	Slim Shots	Appetite controller	Lead-generating	Ideavillage
5	6	Total Gym	Home gym	Lead-generating	Total Gym Fitness
6	8	Purina One	Pet food	Lead-generating	Purina
7	7	DirectBuy	Discount furnishing centers	Lead-generating	UCC Total Home
8	NR	Riddex Pro	Electronic pest repellant	$29.95	Dynamic Response Group
9	NR	Life Lock	Identity theft protection	Lead-generating	Life lock
10	NR	HD Vision	Wrap-over prescription sunglasses	$19.99	Ideavillage

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 June 25, 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.*