Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	2	10-Minute Trainer	Tony Horton	Exercise program	$66.66	BeachBody.com
2	3	Free & Clear	John Beck	Real estate system	$39.95	HCG Inc.
3	1	Meaningful Beauty	Cindy Crawford	Skincare system	$29.95	Guthy-Renker Corp.
4	NR	P90X	Tony Horton	Exercise program	$119.85	BeachBody.com
5	8	Shark VX3	Mark Rosen	Cordless floor cleaner	$99.80	Euro-Pro
6	4	bareMinerals	Leslie Blodgett	Makeup	$59.90	Bare Escentuals Inc.
7	5	Lifestyle Lift	Wendy Rutledge	Facelift procedure	Lead-generating	Lifestyle Lift
8	NR	Nu-Wave Oven	Joe Fowler	Countertop oven	$9	Hearthware
9	NR	Shark Steam Mop	Mark Rosen	Power steam mop	Lead-generating	Euro-Pro
10	NR	Ab Rocket	Adrienne Janid	Ab exerciser	$99.99	Emson

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Inc.
2	5	DirectBuy	Discount furnishing centers	Lead-generating	UCC Total Home
3	NR	Gold Kit	Cash for gold	Lead-generating	Lippincott
4	NR	bareMinerals	Makeup	Lead-generating	Bare Escentuals Inc.
5	NR	2008 9/11 Coin	Coin	$20	National Collectors Mint
6	4	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
7	2	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
8	3	Cash 4 Gold	Cash for gold jewelry/scraps	Lead-generating	Cash 4 Gold
9	NR	Pedi Paws	Pet grooming tool	$19.99	TELEBrands
10	10	Peticure	Pet grooming tool	$29.99	Peticure

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 August 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*.