Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS									
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor			
1	5	P90X	Tony Horton	Exercise program	\$119.85	BeachBody			
2	6	Free & Clear	John Beck	Real estate money-making system	\$39.95	HCG Inc.			
3	NR	Shortcuts to Internet Millions	Jeff Paul	Web business opportuingy	\$39.95	Jeff Paul LLC			
4	NR	10-Minute Trainer	Tony Horton	Fitness program	\$66.66	BeachBody			
5	8	Nu-Wave Oven	Joe Fowler	Countertop oven	\$99	Hearthware Home			
6	NR	New Body Shaper	Julia Parker	Evon Biondi	\$39.95	Kymaro			
7	NR	Amish Fireplace	Anne Marie Howard	Portable electric fireplace	\$298	Heat Surge LLC			
8	NR	Ab Rocket	Adrienne Janic	Ab exerciser	\$99.99	Emson Corp.			
9	NR	Your Baby Can Read	Chad Murdock	Reading system for toddlers	\$14.95 trial	Your Baby Can Read			
10	2	Lifestyle Lift	Wendy Rutledge	Facelift procedure	Lead-generating	Lifestyle Lift			

TOP 10 SPOTS									
Rank	Last Month	Program	Product	Price	Producer/Distributor				
1	NR	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.				
2	3	Cash 4 Gold	Cash for gold jewelry/scraps	Lead-generating	Cash 4 Gold				
3	NR	Wonder Hanger	Hanger system	\$10	Hampton Direct				
4	9	Twin Draft Guard	Window/door draft protector	\$19.99	Hampton Direct				
5	6	Loud 'n Clear	Personal amplification device	\$14.99	IdeaVillage				
6	NR	Slim Shots	Weight-loss supplements	Lead-generating	IdeaVillage				
7	8	Silver Sonic XL	Personal amplification device	\$19.95	Emson Corp.				
8	NR	EZ Comb	Hairstyling accessories	\$10	TELEBrands				
9	NR	Nordic Track	Treadmill	Lead-generating	Icon Health & Fitness				
10	NR	Weight Watchers	Weight-loss system	Lead-generating	Weight Watchers				

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 January 28, 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.

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