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	\$119.85	BeachBody			
2	2	Free & Clear	John Beck	Real estate money-making system	\$39.95	HCG Inc.			
3	9	Your Baby Can Read	Chad Murdock	Reading system for toddlers	\$14.95 (trial)	Your Baby Can Read			
4	4	10-Minute Trainer	Tony Horton	Fitness program	\$66.66	BeachBody			
5	3	Shortcuts to Internet Millions	Jeff Paul	Web business opportunity	\$39.95	Jeff Paul LLC			
6	6	New Body Shaper	Julia Parker/Evon Biondi	Body-shaping undergarments	\$39.95	Kymaro			
7	7	Amish Fireplace	Anne Marie Howard	Portable electric fireplace	\$298	Heat Surge LLC			
8	NR	Skinny Switch Secret	Rob Nevins	Weight-loss program	\$5.95/week	Guthy-Renker Corp.			
9	NR	Core Rhythms	Mary Murphy	Dance-based workouts	\$59.85	DV Creations			
10	NR	Monster 1200W	Mindy McCourtney	Steam-cleaning system	\$ 66.66	Euroflex			

TOP 10 SPOTS									
Rank	Last Month	Program	Product	Price	Producer/Distributor				
1	1	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.				
2	10	Weight Watchers	Weight-loss system	Lead-generating	Weight Watchers				
3	NR	Video Professor	Software learning CD ROMs	CD for \$6.85 S&H	VPI				
4	NR	bareMinerals	Makeup	Lead-generating	Bare Escentuals				
5	NR	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig				
6	9	Nordic Track	Treadmill	Lead-generating	Nordic Track				
7	NR	Ab Rocket	Exerciser	\$14.95 (trial)	Emson Corp.				
8	6	Slim Shots	Weight-loss supplements	Lead-generating	IdeaVillage				
9	8	EZ Comb	Hairstyling accessories	\$10.00	TELEBrands				
10	4	Twin Draft Guard	Window/door draft protector	\$19.99	Hampton Direct				

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 Feburary 25, 2009.**

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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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