

## 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	10-Minute Trainer	Tony Horton	Fitness program	\$66.66	BeachBody
3	4	Shortcuts to Internet Millions	Jeff Paul	Web business opportunity	\$39.95	Jeff Paul LLC
4	5	Your Baby Can Read	Chad Murdock	Reading system for toddlers	\$14.95 (trial)	Your Baby Can Read
5	9	Ab Rocket	Adrienne Janic	Ab exerciser	\$99	Emson Corp.
6	NR	Shark Steam Mop	Mark Rosen	Steam mop	\$89.85	Euro-Pro LLC
7	3	Free & Clear	John Beck	Real estate money-making system	\$39.95	HCG Inc.
8	NR	Profit From Real Estate	Dean Graziosi	Book	\$19.95	Visionary Strategies
9	7	Nu-Wave Oven	Joe Fowler	Countertop oven	\$99	Hearthware Home
10	NR	Cricut	Pat Murphy	Electric paper cutters	\$33 (trial)	Provo Craft

### TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem
2	2	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
3	6	Video Professor	Software learning CD-ROMs	\$6.85 (S&H)	VPI
4	3	bareMinerals	Makeup	Lead-generating	Bare Escentuals
5	7	Shoes Under	Shoe storage system	\$10	TELEBrands
6	NR	Wonder Hanger	Clothes hanging system	\$19.95	Hampton Direct
7	NR	Oreck XL Vac	Vacuum	Lead-generating	Oreck Corp.
8	NR	Ab Rocket	Exerciser	\$14.95 (trial)	Emson Corp.
9	4	Magicjack	Computer phone attachment	\$19.95/year	Magicjack
10	5	Direct Buy	Membership home-furnishing centers	Lead-generating	UCC Total Home

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 April 22, 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](http://www.jwgreensheet.com).