

## Research Jordan Whitney's Program Rankings

### TOP 10 INFOMERCIALS

| Rank | Last Month | Program                        | Host            | Product                     | Price         | Producer/Distributor |
|------|------------|--------------------------------|-----------------|-----------------------------|---------------|----------------------|
| 1    | 1          | Shortcuts to Internet Millions | Jeff Paul       | Web business opportunity    | \$39.95       | Jeff Paul LLC        |
| 2    | 2          | P90X                           | Tony Horton     | Exercise program            | \$119.85      | BeachBody            |
| 3    | 6          | Slim In Six                    | Julie Moran     | Weight-loss system          | \$59.85       | BeachBody            |
| 4    | 7          | Your Baby Can Read             | Chad Murdock    | Reading system for toddlers | \$14.95 trial | Your Baby Can Read   |
| 5    | 4          | Worx GT                        | Robin Hartl     | Grass trimmer               | \$99.00       | Positec              |
| 6    | 3          | Free Money                     | Kevin Trudeau   | Books                       | \$29.95       | Closer Look          |
| 7    | 5          | Shark Steam Pocket             | Mark Rosen      | Steam mop                   | \$119.96      | Euro-Pro             |
| 8    | 8          | Profit From Real Estate        | Dean Graziosi   | Book                        | \$19.95       | Visionary Strategies |
| 9    | NR         | Nu-Wave Oven                   | Joe Fowler      | Countertop oven             | \$99.00       | Hearthware Home      |
| 10   | 9          | Food Lovers Fat-Loss System    | Terri Ouellette | Weight-loss system          | \$119.99      | Alchemy Worldwide    |

### TOP 10 SPOTS

| Rank | Last Month | Program           | Product                      | Price           | Producer/Distributor     |
|------|------------|-------------------|------------------------------|-----------------|--------------------------|
| 1    | 1          | Nutrisystem       | Weight-loss meals            | Lead-generating | Nutrisystem Inc.         |
| 2    | 3          | Cash4Gold         | Cash for scrap gold          | Lead-generating | Cash4Gold                |
| 3    | 7          | Slim Shots        | Liquid appetite suppressant  | Lead-generating | Ideavillage              |
| 4    | 5          | Magicjack         | Computer phone attachment    | \$19.95/year    | MagicjackInc.            |
| 5    | 2          | Pet Meds          | Medications for pets by mail | Lead-generating | Pet Meds                 |
| 6    | 4          | OxiClean          | Stain remover                | Lead-generating | Church & Dwight Co. Inc. |
| 7    | 6          | Rosetta Stone     | Language learning systems    | Lead-generating | Rosetta Stone            |
| 8    | NR         | Proactiv Solution | Acne treatment               | \$19.95         | Guthy-Renker Corp.       |
| 9    | 8          | Video Professor   | Software learning CD-ROMs    | \$6.85 (S&H)    | VPI                      |
| 10   | 9          | Wonder Hanger     | Clothes hanging system       | \$19.95         | 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 July 1, 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).