Jordan Whitney's Program Rankings

Top 10 Infomercials

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	NR	Voom	Mark Bunting	HDTV Programming	$39.90/month	Voom
2	6	Slim in 6	Julie Moran	Weight-loss system	$59.85	Beach Body
3	NR	Carleton Sheets	Bella Shaw	Real estate course	$9.95 (trial)	Professional Ed. Institute
4	9	Magic Bullet	Mick Hastie	Personal blender	$119.94	Homeland Housewares
5	2	6 Second Abs	Mindy Milrea	Portable exerciser	$59.90	Savvier
6	NR	Lifetime of Romance	Bobby Vinson	Music package	$119.96	Time Life Music
7	4	Ab Scissor	Jake Steinfeld	Exerciser	$14.95 (trial)	Body by Jake Global LLC
8	5	Bowflex	Tom Purvis	Exerciser	Lead-generating	The Nautilus Group Inc.
9	NR	Bare Minerals	Patricia Bastia	Makeup	$59.98	BareEscentuals
10	8	Bun & Thigh Roller	Nancy Valen	Exerciser	$59.90	Bun & Thigh Roller

Top 10 Spots

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	10	Swiffer Wet Jet	Mopping system	Coupon offer	Procter & Gamble
2	3	Bowflex	Home gym	Lead-generating	Bowflex
3	7	Smoke Away	Stop-smoking program	Lead-generating	Smoke Away
4	NR	Leptoprin	Weight-loss supplements	$153	Leptoprin
5	1	Propolene	Weight-loss supplements	$29.95	Propolene
6	NR	Clorox Toilet Wand	Toilet brush	$19.95	Clorox
7	8	Laser Straight	Laser-leveling tool	$19.99	Laser Straight
8	9	Tri-Tek Shaver	Shaver	$19.95	Bell & Howell
9	NR	Laser Perfect	Laser-leveling tool	$19.99	Mindstorm Technologies
10	NR	Estrin D	Weight-loss supplements	Lead-generating	Estrin D

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 May 29, 2004**.

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Key: FR1: In test phase; FR2: Show/spot in national rollout — first 90 days; FR3: Show/spot in national rollout — 90 days or more; FR4: Show/spot in second or later version. NR: Program not ranked in previous month.

For information about the Direct Response Monitoring Report "Greensheet" and Jordan Whitney's consulting services, contact John Kogler at Jordan Whitney Inc., voice: (714) 832-3353; fax: (714) 832-4422; E-mail: greensheet@home.com; Web site: www.jwgreensheet.com.

The IMS Top 20 DRTV National Cable Rankings

Long-Form Programs

Rank	Weeks on Chart	Show	Marketing Company	Count
1	592	Carleton Sheets	Professional Education Institute	497
2	29	Slim in 6	BeachBody.com	469
3	22	Bun & Thigh Roller	Sylmark	370
4	22	Ab Lounge	Fitness Quest	345
5	368	Bowflex	The Nautilus Group Inc.	341
6	40	CortiSlim	Window Rock Productions	333
7	30	Magic Bullet	Homeland Housewares	317
8	121	bareMinerals	MD Beauty	299
9	74	Cross Bow	Weider	287
10	274	Sharper Image	The Sharper Image	281
11	113	Winsor Pilates	Guthy-Renker Corp.	278
12	4	Voom	Rainbow DBS Co.	276
13	69	Body Makeover	Provida Life Sciences	211
14	39	Ab Scissor	Body by Jake Global LLC	210
15	11	Lifetime of Romance	Time Life Music	203
16	402	Proactiv Solution	Guthy-Renker Corp.	197
17	59	Tread Climber	The Nautilus Group Inc.	197
18	28	Ronco Six Star	Ronco Inc.	193
19	20	Oreck Air	Oreck Direct	187
20	18	Cancer Doesn't Scare	ITV Direct	183

Short-Form Programs

Rank	Product Name	Marketing Company	Price	S&H
1	Propolene	Obesity Research Institute	$29.95	$9.95
2	Leptoprin	PKPF Agency/Zoller Labs	$153	$6.00
3	Smoke Away	Emerson Direct	$0.00	$0.00
4	CortiSlim	Window Rock Productions	$0.00	$0.00
5	Relacore	Carter-Reed Co.	$0.00	$0.00
6	Estrin D	Covaxil Laboratories Inc.	$0.00	$0.00
7	Laser Perfect	Mindstorm Technologies	$19.95	$7.95
8	Bowflex Xtreme	The Nautilus Group Inc.	$0.00	$0.00
9	Songbird	Songbird Hearing Inc.	$59.90	$6.95
10	Defenders of Freedom	American Historic Society	$10.00	$3.95
11	Finishing Touch	Ideavillage	$14.99	$5.99
12	Free Money To Pay Bills	Information USA	$37.95	$7.00
13	Focus Factor	Vital Basics Inc.	$0.00	$5.00
14	Micro Touch Trimmer	Ideavillage	$14.99	$5.99
15	Follicare	Advanced Body Care Solution	$0.00	$0.00
16	Laser Straight	Ideavillage	$19.99	$7.99
17	Tri Tek	Emson	$19.95	$6.95
18	Hair Made	Genesis Brands	$19.95	$9.99
19	Natural Bra	Telebrands	$29.99	$8.99
20	Tread Climber	The Nautilus Group Inc.	$0.00	$0.00

Copyright 2004, **Infomercial Monitoring Service Inc.** Satellite 2, 810 Parkway Blvd., Broomall, PA 19008, USA. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: catanese@imstv.com. **Ranking for May 2004. Consecutive weeks on chart since 1/93.** Based solely on frequency of programs aired on national cable networks monitored. IMS is a research and publishing company that tracks both long- and short-form DRTV on national cable, satellite and broadcast. Its database and video library services companies involved in all aspects of the DR industry. IMS also provides weekly and monthly reports of DRTV rankings, verification and evaluations.