

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

| Rank | Last Month | Program | Host | Product | Price | Producer/Distributor |
|------|------------|------------------------|------------------|---------------------|-----------------|-----------------------|
| 1 | NR | Hip Hop Abs | Jennifer Slimko | Exercise DVDs | \$59.85 | Beachbody |
| 2 | 3 | Ab Rocket | Adrienne Janic | Exerciser | \$14.95 (trial) | Emson Corp. |
| 3 | 4 | Insanity | Shaun T. | Fitness program | \$120.85 | Beachbody |
| 4 | 2 | P90X | Tony Horton | Fitness program | \$120.85 | Beachbody |
| 5 | 6 | Six Week Body Makeover | Michael Thurmond | Weight-loss program | \$119.94 | Provida Life Sciences |
| 6 | NR | Law of Success | Donald Barrett | Book | \$29.95 | The Closer Look |
| 7 | 1 | Max Clarity | "Ben and Brandi" | Acne treatment | \$19.95 | Steifel Labs |
| 8 | 5 | Ninja Master Prep | Rich Hollenberg | Food processor | \$59.85 | Euro-Pro |
| 9 | NR | Zumba | Eva LaRue | Exercise DVDs | \$59.85 | Guthy-Renker Corp. |
| 10 | 7 | Advertising Profits | Cathy Rankin | Book | \$19.95 | Visionary Strategies |

TOP 10 SPOTS

| Rank | Last Month | Program | Product | Price | Producer/Distributor |
|------|------------|--------------------|---------------------------|---------|----------------------------|
| 1 | 2 | Topsy Turvy | Upside-down tomato plant | \$39.90 | Allstar Marketing LLC |
| 2 | 1 | Proactiv Solution | Acne treatment | \$19.95 | Guthy-Renker Corp. |
| 3 | 4 | Pet Zoom Trainer | Pet training device | \$19.95 | Emson Corp. |
| 4 | 3 | HD Vision | Bifocal sunglasses | \$19.99 | IdeaVillage Products Corp. |
| 5 | 9 | Perfect Fit Button | Button replacement system | \$10 | TELEBrands |
| 6 | 6 | Emery Cat | Nail groomer for cats | \$19.95 | Allstar Marketing LLC |
| 7 | 5 | Bark Off | Pet training device | \$10 | TELEBrands |
| 8 | 10 | Wonder Hanger | Closet-organizing hangers | \$19.99 | Hampton Direct |
| 9 | NR | Yoshi Blade | Ceramic knives | \$19.99 | IdeaVillage Products Corp. |
| 10 | 8 | EZ Cracker | Egg cracking device | \$19.95 | Emson Corp. |

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 28, 2010**.

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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.