



INFOMERCIAL MONITORING SERVICE, INC.

The Spot Report

New DR Spots for January 2008

SATELLITE 2

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BROOMALL, PA 19008 (USA)
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Automotive		Entertainment		FootClaw	13	Quick Fit System	20
AutoCerm	1	Hot Wheels Trick Tracks	6	Health & Fitness		Sweatin' to the Oldies	20
J & P Cycles	1	Robo Copter Recon	6	Akavar 20/50	13	OneTouch UltraMini	20
Beauty		Golf Digest	7	CalTrap	13	OneTouch UltraMini	21
Sheer Cover	1	New York Times	7	Curves	14	Power Purify	21
Blo & Go	1	Sports Illustrated	7	Curves	14	Ring Relief / Blur Relief	21
Hair Club for Women	2	Alvin and the Chipmunks	7	eDiets	14	StopFlash	21
Fragrance.net	2	Anne Murray Duets	8	eDiets	14	AcipHex	22
Relastin	2	Kidz Bop 13	8	Jenny Craig	15	Advair	22
Scrape It	2	Most Relaxing Classical	8	Jenny Craig	15	Celebrex	22
Business & Finance		Songs 4 Worship Country	8	Lipozene	15	Detrol LA	22
AARP Life Insurance	3	Ultimate Grammy Collection	9	NutriSystem Advanced	15	Humira	23
ValueGuard Life	3	Chemistry.com	9	NutriSystem Advanced	16	Inside RA	23
EverBank Reverse Mortgage	3	Chemistry.com	9	NutriSystem Advanced for Men	16	Levitra	23
Things We Buy.com	3	Chemistry.com	9	RightSize	16	Lipitor	23
Comp. & Electronics		Chemistry.com	10	Slendertone System-Abs	16	Loestrin24FE	24
Campbell Cameras	4	Match.com	10	Smart for Life	17	P.A.D. Treatment	24
Plug-N-Power	4	TV Free XBOX	10	South Beach Diet.com	17	Viagra	24
Crafts & Hobbies		Alaska	10	Stacker 2	17		
2008 U.S. Gov. \$5 Gold	4	Disney Parks	11	Weight Watchers	17		
Indian Head Coin	4	Perillo Tours	11	Weight Watchers	18		
Lite-Brite FX	5	El Cid	11	Beta-Prostall	18		
Moon Sand	5	Red Skelton	11	Osteo Bi-Flex	18		
Educ. & Self Help		Sunrise Earth	12	AbRail	18		
Video Professor	5	Ultimate Pandas	12	Easy Curves	19		
Beat the Bogey Man	5	Fashion		Perfect Pullup	19		
Home-Based Business	6	Fishgillz	12	StrikeTrainer	19		
My Time to Quit	6	SpiBelt	12	Perfect Weight Book	19		
		FootClaw	13	PlyoMix	20		

New direct response spots from stations monitored, listed by category.

Product AutoCerm						Marketing Company Focus Media Works	Product Sheer Cover						Marketing Company Guthy-Renker Corp.
Category Automotive						Sub-Category Engine/Oil Treatments	Category Beauty						Sub-Category Cosmetics
<p>Gas prices just seem to climb higher and higher. A male voiceover says that with AutoCerm, drivers can fight back gas prices while dramatically improving their cars' performance. Several people testify that using AutoCerm has made their cars run smoother and save money at the gas pump. Small text indicates that individual results may vary. This product's secret is a unique chemical catalyst, or micro ceramic, that works with the engine, not the car's oil. AutoCerm is said to safely bond a micro ceramic seal to the engine's moving parts, restoring power, improving mileage, and reducing emissions. A mechanic for 32 years says this is the first product that he has come across that targets the source of engine efficiency. For \$19.99, callers will receive two treatments of AutoCerm, a \$40 value. If it is not satisfying, it comes with a 30-day money-back guarantee.</p>						<p>Television star Leeza Gibbons opens this spot for Sheer Cover by asking viewers if they want the beautiful, flawless skin that the celebrities and models possess. Available in light, medium, or tan, Sheer Cover is a mineral powder system that is said to instantly cover skin blemishes. The secret to Sheer Cover is its natural minerals that are said to magically deflect light, blurring one's flaws. Sheer Cover contains anti-oxidants, anti-aging botanicals, and SPF 15. Some of the blemishes that Sheer Cover tackles include patchy, uneven skin, under eye circles, freckles, redness, and rosacea. This spot features testimonials from Days of Our Lives star Martha Madison and actress Alyssa Milano. In this version, viewers are invited to try Sheer Cover for \$9.95. A gift set of brushes, mascara, highlighters, and bronzer is offered as a bonus. Those who decide to return the product may keep the free gifts. Sheercover.com Note: According to a customer service representative, after thirty days customers will be charged three payments of \$29.95.</p>							
Date	Version	TRT	Price	S/H	Phone	Date	Version	TRT	Price	S/H	Phone		
2/1/2008	1	:120	\$19.99	\$4.99	800-262-2734	1/4/2008	5	:120	\$9.95	\$7.95	800-360-6800		
Product J & P Cycles						Marketing Company J & P Cycles	Product Blo & Go						Marketing Company N/A
Category Automotive						Sub-Category Other - Auto	Category Beauty						Sub-Category Hair Care
<p>This spot opens with video footage of a man riding a motorcycle. J & P Cycles is the world's largest retailer of after-market Harley Davidson, Metric Cruiser, and Sports Bike parts. A male voiceover explains how J & P's large catalog helps ensure their customers have the best selection and largest inventory of parts to choose from. Call 1-800-232-3660 or visit www.jpccycles.com to order a free Harley or Metric catalog. Their customer service representatives can help troubleshoot questions, and most in-stock orders ship the same day.</p>						<p>This spot begins with a woman having a hard time styling her hair with a handheld hair dryer and a brush. Introducing Blo & Go, a hands free hair dryer holder that is said to easily attach to most flat surfaces with a pressure grip locking system and to securely hold virtually any blow dryer. It is portable and flexible to adjust to any angle. A female voiceover says that Blo & Go was created by a busy mom and former runway model, Laurie Coleman, who needed an extra hand. Blo & Go is said to be perfect for styling any hair, long, short, straight, or curly. Small print reads that a hair dryer is not included. The product costs \$19.99 and comes with a free styling brush and a guide complete with tips on drying and styling. A thirty day money back is provided. All major credit cards are accepted. Bloandgo.com</p>							
Date	Version	TRT	Price	S/H	Phone	Date	Version	TRT	Price	S/H	Phone		
1/25/2008	1	:30	\$0.00	\$0.00	800-232-3660	1/11/2008	1	:120	\$19.99	\$7.95	800-503-3644		

New direct response spots from stations monitored, listed by category.

<i>Product</i>						<i>Marketing Company</i>	<i>Product</i>						<i>Marketing Company</i>
Hair Club for Women						Hair Club for Men, Ltd.	Relastin						Revance Therapeutics, Inc.
<i>Category</i>						<i>Sub-Category</i>	<i>Category</i>						<i>Sub-Category</i>
Beauty						Hair Care	Beauty						Skin Care
<p>There are many reasons why women lose their hair--genetics, medications, hormones, and more. A female voiceover explains that, through one-on-one consultations, Hair Club for Women addresses the reasons for hair loss and which FDA-approved treatments will resolve them without resorting to weaves or wigs. Some women can grow their hair back in as little as six weeks. This spot features several before and after shots, and a group of women seated in a circle praise Hair Club for Women for giving them their own hair back. Call 1-800-909-8343 or go online at www.hairclub.com for a free booklet and DVD about Hair Club for Women. Should the consumer schedule a private consultation, she will be entitled to a free hair and scalp analysis, a \$250 value.</p>						<p>This reedited 60 second version for the Relastin skin care spot opens with Denise Austin, America's fitness expert, stating that for years she has helped women make their bodies look younger. As we age, fine lines and wrinkles appear. The Relastin skin care line is said to restore skin's firmness and make it look younger. The positive results are said to appear in two weeks. Relastin, a winner of Allure magazine's Best of Beauty award, is said to be the first product clinically shown to work from the inside out by visibly reducing fine lines and deep wrinkles. Viewers are invited to try Relastin for \$19.95 with free shipping and handling. A free gift from Denise Austine is included in the offer. 37.tryrelastin.com</p>							
Date	Version	TRT	Price	S/H	Phone	Date	Version	TRT	Price	S/H	Phone		
1/25/2008	1	:120	\$0.00	\$0.00	800-909-8343	1/25/2008	2	:60	\$19.95	\$0.00	800-449-8362		
Fragrance.net						Fragrancenet.com, Inc.	Scrape It						West Direct, Inc.
<i>Category</i>						<i>Sub-Category</i>	<i>Category</i>						<i>Sub-Category</i>
Beauty						Other - Beauty	Beauty						Skin Care
<p>Images of popular women's and men's fragrances like Hugo Boss, Obsession, D & G Light Blue, and Burberry are shown, while a male voiceover asks, "What's your favorite fragrance?" The program is designed to look like the website, providing all information in support text as it is provided by the voiceover. Fragrance.net offers over 5,000 brand name fragrances at up to 70 percent off the department store prices. Orders over \$60 receive free shipping. At this time, save an additional 10 percent on the first order with coupon code: TVGUIDE. Fragrance.net</p>						<p>In this spot, a male voiceover introduces Scrape It, a small device that gently removes callouses and corns from feet after they've been soaked in water. A series of clips show the product being used to remove dead skin from toes and feet. Unlike other skin removers that might have sharp blades, Scrape It's patented surgical steel design is said to be a gentle, quick, and easy way to uncover the soft skin we were born with. At \$19.95 with money-back and lifetime guarantees, Scrape It can be a cheap alternative to expensive pedicures. With Scrape It, consumers will also receive a free soft touch conditioning treatment for feet. Call 1-800-767-0785 or visit www.scrapeitv.com for more information.</p>							
Date	Version	TRT	Price	S/H	Phone	Date	Version	TRT	Price	S/H	Phone		
2/1/2008	1	:30	\$0.00	\$0.00	N/A	1/25/2008	1	:60	\$19.95	\$7.95	800-767-0785		

IMS Top 100 National Cable DR Spot Ranking

January 2008

The 100 most frequently seen direct response spots on stations monitored, ranked for the month.

Rank	Product Name	Rank	Product Name	Rank	Product Name	Rank	Product Name
1	Perfect Pushup	26	Dr. Frank's Joint Pain Relief	51	Life Alert	76	Yaz
2	Proactiv Solution	27	Ditech.com	52	Ambien CR	77	Diabetes Care Club
3	ExtenZe	28	ShamWow	53	Memo Prove	78	Space Bag
4	Kinoki	29	NutriSystem Advanced	54	Government Money Club	79	Synvisc
5	Total Gym	30	OneTouch UltraMini	55	PetMeds	80	Astrive Student Loans
6	Enzyte	31	Hoveround	56	NutriSystem Advanced Silver	81	Mirapex
7	Mighty Putty	32	DirectBuy	57	Mantis Tiller Cultivator	82	Net Zero
8	Bowflex Home Gyms	33	eHarmony	58	Morgan Silver Dollars	83	Lens Doctor
9	SunSetter Awnings	34	Select Comfort Sleep Number	59	South Beach Diet.com	84	Jenny Craig
10	eDiets	35	Vonage Phone	60	ASPCA	85	Crazy Fox
11	Craft-Lite Cutter	36	Bose Quiet Comfort 3	61	Purina One Challenge	86	ThermoSpas
12	Zerosmoke	37	AlertUSA	62	Teeter Hang Ups	87	Samurai Shark
13	Lipozene	38	Twin Draft Guard	63	Save A Blade	88	2008 Corvette Dollar, The
14	Bosley	39	Oreck XL21	64	InventHelp	89	Rosetta Stone
15	NutriSystem Advanced for Men	40	Video Professor	65	BlueHippo Funding	90	My Lil' Reminder
16	Pushup Pro	41	Maxoderm	66	AcipHex	91	Hair Club
17	Bare Minerals	42	magicJack	67	Listen Up	92	Easy Curves
18	Artisan Stand Mixer	43	Wallet Pix	68	Quick Fit System	93	New York Times
19	Green Bags	44	Simoniz Fix It!	69	Handy Switch	94	Scalp Med
20	Gold Kit	45	Ped Egg	70	BreathRx	95	Help Me To Buy
21	Cat Genie	46	Sports Illustrated	71	Access Diabetic Supply	96	Ultimate Body Sculpt
22	Buxton Shoulder Bag	47	Girls Gone Wild	72	5-Hour Energy	97	Sheer Cover
23	Evinrude E-Tec	48	Joint & Muscle Pain Relief	73	ProCede	98	Riddex Plus
24	Speaking Clearly	49	Akavar 20/50	74	Cash4Gold	99	Core Rhythms
25	Mobility Products	50	Tempur-Pedic	75	Scooter Store, The	100	Mirena



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