



**Welcome to the IMS Report...** the most comprehensive report of its kind. IMS monitors over 25,000 hours of television programming each month. We strive to provide subscribers with an easy-to-read format detailing infomercial and short form activity on national cable television. Reports are produced on a weekly basis and are then compiled into a monthly edition. Each weekly report is laid out according to the headings below.

KEY TO THE IMS REPORT

**National Cable Rankings**

**Frequency Ranking** is a count of each program's airs on stations monitored by IMS as reflected on the grid pages. **Indexed Media Ranking** is derived from accumulated gross media rates per show. Indices are not arbitrary. They remain constant until the gross costs of the time slots change quarterly. The Top 25 programs for the week are listed as are their standings from the previous week. Both ranking categories provide the program's total number of airs, the media index number, the number of stations on which the program aired, and the program's consecutive weeks on chart. Both are displayed on a single page.

**National Cable Distribution - Frequency & Media**

Top 25 programs are ranked by frequency and by an accumulated index, which are broken down by total number of airs for each station monitored by IMS.

**Infomercial Grids**

Grids are divided into 1/2 hour segments in 8 hour blocks. Shaded cells indicate paid programming. New infomercials detected by IMS are highlighted with a border. Occasionally, more than one edition of a show will air during the same week. Numbers are used to differentiate between versions. Regular programming appears in non-shaded cells. The monitoring period for each week runs Eastern time from 4:00 pm Friday evening to 3:30 pm the following Friday.

**New Show Breakouts**

New programs detected each week by IMS are described in detail on these pages. New Show Breakouts provide pertinent information about the product/service and the production.

**Spot Ranking**

The 50 most frequently seen short form direct response ads on stations monitored by IMS are ranked by frequency of detections with information regarding price, marketing company and category.

**New Short Form DR**

Each new spot detected by IMS is listed weekly with the product description, marketing company, price point, etc.

**Monthly Top 100**

U.S. National Cable Frequency and Media index.

**Network Abbreviations**

- A&E----- Arts & Entertainment
- BIO ----- The Biography Channel
- BRV----- Bravo
- CMT----- Country Music Television
- CNBC----- CNBC
- COM----- Comedy Central
- CRT ----- Courtroom Television
- DIY----- Do It Yourself Network
- E! ----- Entertainment TV
- FAM ----- ABC Family Channel
- FBN----- FOX Business Network
- FINE----- Fine Living
- FIT ----- FitTV
- FUEL----- FuelTV
- FUSE----- FUSE Network
- FX ----- FX Network
- G4TV----- G4techTV
- GAC ----- Great American Country
- GEO ----- National Geographic
- GSN ----- Game Show Network
- HALL ----- Hallmark Channel
- HGTV ----- Home & Garden Television
- HIS----- The History Channel
- HISTI ----- History International
- INSP----- Inspirational Network
- ION----- ION Television
- LIF----- Lifetime Television
- OUT ----- Outdoor Channel
- OXY ----- Oxygen
- REAL----- FOX Reality
- REELZ ----- ReelzChannel
- SC ----- Speed Channel
- SCI ----- Sci-Fi Channel
- SPK ----- SpikeTV
- STYLE ----- Style
- TDC ----- The Discovery Channel
- TFN ----- TV Food Network
- TGC----- The Golf Channel
- TLC----- The Learning Channel
- TRV ----- The Travel Channel
- TVG----- TV Guide Network
- USA----- USA Network
- VS----- Versus
- WE ----- Women's Entertainment
- WGN ----- WGN Superstation
- WIZE ----- WizeBuys TV
- YES----- YES Network

# NATIONAL CABLE INFOMERCIAL RANKINGS

## Frequency Ranking

Based solely on frequency of programs aired on networks monitored.

\* Consecutive weeks on chart since January 1993.

| This Week | Last Week | Wks. on Chart* | Title                          | Company   | No. of Airs | Media Index | No. of Stations |
|-----------|-----------|----------------|--------------------------------|---|-------------|-------------|-----------------|
| 1         | 2         | 277            | Free & Clear                   | Amazing Profits LLC   | 92          | 299.01      | 29              |
| 2         | 3         | 145            | Nutrisystem                    | NutriSystem, Inc.   | 63          | 230.45      | 20              |
| 3         | 7         | 22             | Shortcuts To Internet Millions | Jeff Paul LLC   | 59          | 272.28      | 24              |
| 4         | 6         | 309            | bareMinerals                   | Bare Escentuals Beauty  | 59          | 254.68      | 23              |
| 5         | 11        | 556            | Bowflex                        | Bowflex Home Gyms   | 55          | 139.08      | 21              |
| 6         | 5         | 19             | Debt Cures                     | Quick Serve Network   | 53          | 113.54      | 19              |
| 7         | 10        | 572            | Total Gym                      | Total Gym Fitness LLC   | 52          | 159.82      | 24              |
| 8         | 8         | 32             | Natural Advantage              | Guthy-Renker Corp.  | 49          | 235.48      | 16              |
| 9         | 1         | 21             | Shark Steam Mop                | Euro-Pro  | 48          | 287.63      | 26              |
| 10        | 13        | 261            | Auctions For Income            | Auction Profits LLC   | 46          | 140.66      | 15              |
| 11        | 12        | 13             | Cricut                         | Provo Craft & Novelty   | 45          | 174.63      | 19              |
| 12        | 21        | 133            | Sheer Cover                    | Guthy-Renker Corp.  | 44          | 217.34      | 17              |
| 13        | 14        | 70             | Extenze                        | Maximizer Health  | 43          | 106.51      | 5               |
| 14        | 4         | 42             | Tobi                           | TOBI LLC  | 42          | 141.05      | 17              |
| 15        | 24        | 20             | Turbo Jam                      | BeachBody.com   | 40          | 156.20      | 12              |
| 16        | 23        | 78             | Nu-Wave                        | Hearthware Home   | 39          | 147.96      | 18              |
| 17        | 9         | 218            | Magic Bullet                   | Homeland Housewares   | 39          | 115.67      | 21              |
| 18        | 17        | 606            | LIFE                           | LIFE Outreach   | 37          | 88.99       | 4               |
| 19        | 16        | 149            | Cash Flow Business             | America's Note  | 36          | 186.19      | 20              |
| 20        | 29        | 25             | Bose 321                       |  Bose Corporation      | 35          | 75.27       | 19              |
| 21        | 18        | 66             | P90X                           | BeachBody.com   | 34          | 136.70      | 16              |
| 22        | 30        | 257            | Body Makeover                  |  Provida Life Sciences | 33          | 129.15      | 15              |
| 23        | 28        | 9              | Ultimate Healing               |  Bottom Line Health    | 32          | 108.30      | 17              |
| 24        | 25        | 33             | AbRail                         | AbRail Fitness LLC  | 31          | 70.64       | 12              |
| 25        | 27        | 49             | Hip Hop Abs                    |  BeachBody.com         | 29          | 103.85      | 11              |

TOP 25 INFOMERCIALS MONITORED:

1135

TOTAL INFOMERCIALS MONITORED:



2746

# TOP 25 for the week ending January 4, 2008

## Indexed Media Ranking

Based solely on gross media rates from networks monitored.

 Logo indicates show that has moved into the Top 25 since the previous week.

| This Week | Last Week | Wks. on Chart* | Title                          | Company  | Media Index | No. of Airs | No. of Stations |
|-----------|-----------|----------------|--------------------------------|--|-------------|-------------|-----------------|
| 1         | 1         | 277            | Free & Clear                   | Amazing Profits LLC  | 299.01      | 92          | 29              |
| 2         | 3         | 21             | Shark Steam Mop                | Euro-Pro   | 287.63      | 48          | 26              |
| 3         | 4         | 22             | Shortcuts To Internet Millions | Jeff Paul LLC  | 272.28      | 59          | 24              |
| 4         | 2         | 309            | bareMinerals                   | Bare Escentuals Beauty   | 254.68      | 59          | 23              |
| 5         | 5         | 32             | Natural Advantage              | Guthy-Renker Corp.   | 235.48      | 49          | 16              |
| 6         | 16        | 145            | Nutrisystem                    | NutriSystem, Inc.  | 230.45      | 63          | 20              |
| 7         | 13        | 133            | Sheer Cover                    | Guthy-Renker Corp.   | 217.34      | 44          | 17              |
| 8         | 31        | 6              | Kodak Printer                  |  Eastman Kodak          | 191.60      | 15          | 11              |
| 9         | 20        | 149            | Cash Flow Business             | America's Note   | 186.19      | 36          | 20              |
| 10        | 8         | 9              | Humana                         | Humana   | 183.64      | 22          | 10              |
| 11        | 12        | 13             | Cricut                         | Provo Craft & Novelty  | 174.63      | 45          | 19              |
| 12        | 14        | 572            | Total Gym                      | Total Gym Fitness LLC  | 159.82      | 52          | 24              |
| 13        | 24        | 20             | Turbo Jam                      | BeachBody.com  | 156.20      | 40          | 12              |
| 14        | 18        | 93             | Xpress 101                     | Gaiam  | 151.88      | 18          | 5               |
| 15        | 11        | 78             | Nu-Wave                        | Hearthware Home  | 147.96      | 39          | 18              |
| 16        | 15        | 248            | Murad                          | Murad, Inc.  | 143.60      | 24          | 14              |
| 17        | 6         | 42             | Tobi                           | TOBI LLC   | 141.05      | 42          | 17              |
| 18        | 23        | 261            | Auctions For Income            | Auction Profits LLC  | 140.66      | 46          | 15              |
| 19        | 21        | 556            | Bowflex                        | Bowflex Home Gyms  | 139.08      | 55          | 21              |
| 20        | 7         | 66             | P90X                           | BeachBody.com  | 136.70      | 34          | 16              |
| 21        | 9         | 257            | Body Makeover                  | Provida Life Sciences  | 129.15      | 33          | 15              |
| 22        | 26        | 65             | Fluidity Bar                   |  Fluidity Fitness LLC | 128.94      | 27          | 14              |
| 23        | 17        | 63             | Shapely Secrets                | Sawier   | 121.40      | 15          | 8               |
| 24        | 10        | 218            | Magic Bullet                   | Homeland Housewares  | 115.67      | 39          | 21              |
| 25        | 25        | 19             | Debt Cures                     | Quick Serve Network  | 113.54      | 53          | 19              |

TOP 25 ACCUMULATED MEDIA INDEX:

4459

TOTAL ACCUMULATED MEDIA INDEX:

9681



Infomercial Monitoring Service, Inc.  
 Satellite 2 · 810-812 Parkway Boulevard  
 Broomall, Pennsylvania 19008 · USA  
 610-328-6902 · fax 610-328-6791  
 email reports@imstv.com · imstv.com

© 2008 Infomercial Monitoring Service, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form electronic or mechanical, including photocopy, or any information storage and retrieval system without permission in writing from IMS. IMS is not responsible for any loss due to errors or omissions in information provided, or for any loss of service due to technical or other difficulties. Any publication, or public display, or other use, without the prior written permission of IMS is prohibited.

# NATIONAL CABLE DISTRIBUTION - FREQUENCY

Based solely on frequency of programs aired on networks monitored.

TOP 25 for the week ending January 4, 2008

| Rank  | Programs |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | Total |
|-------|----------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|
|       | 1        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |       |
| A&E   | 1        | 2 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 2  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 14    |
| BIO   | 4        | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 2  | 0  | 0  | 0  | 14    |
| BRV   | 4        | 0 | 4 | 3 | 0 | 0 | 2 | 2 | 2 | 0  | 2  | 2  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 25    |
| CMT   | 1        | 1 | 2 | 0 | 3 | 2 | 0 | 0 | 0 | 0  | 3  | 0  | 0  | 2  | 2  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 17    |
| CNBC  | 2        | 2 | 4 | 1 | 2 | 0 | 0 | 2 | 2 | 0  | 1  | 6  | 0  | 0  | 0  | 2  | 2  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 0  | 28    |
| COM   | 0        | 2 | 4 | 0 | 1 | 1 | 1 | 0 | 1 | 0  | 2  | 0  | 10 | 0  | 3  | 0  | 1  | 0  | 0  | 0  | 3  | 1  | 0  | 0  | 0  | 30    |
| DIY   | 3        | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 5  | 1  | 0  | 0  | 0  | 1  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 14    |
| E!    | 0        | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 1 | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 9     |
| FAM   | 0        | 0 | 0 | 1 | 5 | 0 | 3 | 0 | 1 | 0  | 0  | 2  | 0  | 1  | 0  | 1  | 1  | 5  | 2  | 2  | 0  | 1  | 0  | 3  | 0  | 28    |
| FBN   | 0        | 0 | 1 | 3 | 4 | 3 | 2 | 0 | 1 | 2  | 0  | 1  | 0  | 0  | 3  | 1  | 0  | 0  | 3  | 0  | 1  | 0  | 2  | 5  | 0  | 32    |
| FINE  | 0        | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 5     |
| FIT   | 4        | 1 | 3 | 0 | 1 | 0 | 1 | 0 | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 7  | 1  | 0  | 1  | 4  | 24    |
| FUEL  | 0        | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 5  | 2  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 16    |
| FUSE  | 6        | 3 | 5 | 0 | 0 | 4 | 0 | 0 | 1 | 0  | 0  | 0  | 0  | 0  | 8  | 0  | 2  | 0  | 0  | 0  | 4  | 0  | 0  | 0  | 4  | 37    |
| FX    | 4        | 4 | 1 | 2 | 1 | 4 | 2 | 3 | 0 | 6  | 1  | 1  | 0  | 2  | 0  | 2  | 2  | 0  | 2  | 0  | 0  | 0  | 1  | 3  | 0  | 41    |
| G4TV  | 1        | 0 | 0 | 1 | 3 | 0 | 2 | 0 | 1 | 0  | 2  | 0  | 5  | 0  | 0  | 2  | 0  | 0  | 1  | 3  | 1  | 0  | 0  | 0  | 0  | 22    |
| GAC   | 2        | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0  | 0  | 0  | 0  | 0  | 3  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 11    |
| GEO   | 2        | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 3  | 0  | 5  | 0  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 0  | 0  | 3  | 0  | 22    |
| GSN   | 2        | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 0  | 0  | 1  | 0  | 5  | 0  | 4  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 0  | 2  | 23    |
| HALL  | 2        | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 2 | 0  | 0  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 2  | 0  | 1  | 0  | 1  | 0  | 1  | 14    |
| HGTV  | 1        | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 3  | 0  | 0  | 0  | 2  | 1  | 4  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 18    |
| HIS   | 3        | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 2  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 2  | 0  | 1  | 0  | 0  | 0  | 0  | 14    |
| HISTI | 1        | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 2  | 0  | 0  | 0  | 0  | 0  | 10    |
| INSP  | 4        | 0 | 0 | 0 | 1 | 5 | 1 | 1 | 1 | 0  | 2  | 1  | 0  | 3  | 0  | 3  | 1  | 22 | 0  | 1  | 0  | 0  | 2  | 3  | 0  | 51    |

# NATIONAL CABLE DISTRIBUTION - FREQUENCY

TOP 25 for the week ending January 4, 2008

Based solely on frequency of programs aired on networks monitored.

| Rank                  | Programs |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | Total |
|-----------------------|----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|
|                       | 1        | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |       |
| ION                   | 1        | 3  | 4  | 0  | 3  | 7  | 3  | 5  | 4  | 0  | 2  | 6  | 9  | 6  | 0  | 5  | 0  | 5  | 3  | 1  | 0  | 0  | 2  | 3  | 1  | 73    |
| LIFE                  | 0        | 3  | 0  | 4  | 0  | 0  | 3  | 4  | 3  | 0  | 4  | 3  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 27    |
| OUT                   | 9        | 6  | 3  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 18    |
| OXY                   | 0        | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 5  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 6  | 0  | 0  | 0  | 5  | 17    |
| REAL                  | 0        | 4  | 0  | 0  | 0  | 0  | 3  | 3  | 1  | 6  | 5  | 0  | 1  | 0  | 2  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 3  | 0  | 29    |
| REELZ                 | 0        | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 2  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 5     |
| SC                    | 1        | 0  | 0  | 0  | 2  | 1  | 1  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 11    |
| SCI                   | 3        | 0  | 3  | 2  | 0  | 0  | 1  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 3  | 1  | 0  | 3  | 0  | 1  | 0  | 19    |
| SPK                   | 1        | 1  | 2  | 0  | 4  | 3  | 2  | 0  | 0  | 0  | 1  | 0  | 14 | 1  | 0  | 1  | 0  | 0  | 5  | 0  | 1  | 0  | 0  | 0  | 1  | 37    |
| STYLE                 | 1        | 1  | 0  | 2  | 0  | 0  | 1  | 4  | 0  | 0  | 1  | 1  | 0  | 0  | 2  | 3  | 0  | 0  | 0  | 0  | 0  | 3  | 2  | 0  | 0  | 21    |
| TDC                   | 1        | 0  | 1  | 0  | 2  | 0  | 0  | 0  | 3  | 3  | 3  | 1  | 0  | 0  | 0  | 0  | 2  | 5  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 22    |
| TFN                   | 2        | 0  | 0  | 4  | 0  | 0  | 0  | 4  | 3  | 0  | 0  | 0  | 0  | 0  | 4  | 0  | 1  | 0  | 0  | 1  | 1  | 1  | 3  | 0  | 0  | 24    |
| TGC                   | 0        | 2  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  | 0  | 3  | 0  | 0  | 9     |
| TLC                   | 0        | 2  | 0  | 2  | 1  | 0  | 3  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 12    |
| TRU                   | 6        | 1  | 2  | 2  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 0  | 0  | 0  | 4  | 2  | 0  | 0  | 0  | 1  | 2  | 1  | 0  | 0  | 2  | 25    |
| TRV                   | 0        | 0  | 0  | 0  | 0  | 4  | 0  | 11 | 0  | 0  | 6  | 7  | 0  | 3  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 7  | 0  | 0  | 38    |
| TVG                   | 6        | 11 | 5  | 5  | 0  | 3  | 4  | 2  | 1  | 0  | 0  | 3  | 0  | 2  | 0  | 0  | 6  | 0  | 1  | 2  | 0  | 3  | 0  | 4  | 3  | 61    |
| USA                   | 0        | 0  | 1  | 0  | 2  | 0  | 0  | 0  | 3  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 8     |
| VS                    | 0        | 0  | 0  | 0  | 5  | 2  | 1  | 0  | 0  | 0  | 1  | 0  | 5  | 2  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 18    |
| WE                    | 0        | 6  | 2  | 5  | 0  | 5  | 1  | 3  | 0  | 0  | 4  | 0  | 0  | 0  | 8  | 0  | 3  | 0  | 0  | 0  | 3  | 1  | 0  | 5  | 46 |       |
| WGN                   | 0        | 3  | 0  | 2  | 2  | 0  | 0  | 0  | 2  | 0  | 0  | 1  | 0  | 2  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 16    |
| WIZE                  | 14       | 5  | 0  | 9  | 0  | 4  | 9  | 0  | 6  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 3  | 0  | 0  | 12 | 0  | 8  | 2  | 0  | 0  | 72    |
| YES                   | 0        | 0  | 0  | 0  | 2  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 8     |
| <b>Total Airs</b>     | 92       | 63 | 59 | 59 | 55 | 53 | 52 | 49 | 48 | 46 | 45 | 44 | 43 | 42 | 40 | 39 | 39 | 37 | 36 | 35 | 34 | 33 | 32 | 31 | 29 | 1135  |
| <b>Total Stations</b> | 29       | 20 | 24 | 23 | 21 | 19 | 24 | 16 | 26 | 15 | 19 | 17 | 5  | 17 | 12 | 18 | 21 | 4  | 20 | 19 | 16 | 15 | 17 | 12 | 11 |       |

# NATIONAL CABLE DISTRIBUTION - MEDIA INDEX

Based solely on gross media rates from networks monitored.

## TOP 25 for the week ending January 4, 2008

| Rank  | 1            | 2               | 3                              | 4            | 5                 | 6           | 7           | 8             | 9                  | 10     | 11    | 12        | 13        | 14         | 15     | 16    | 17    | 18                  | 19      | 20    | 21             | 22          | 23              | 24          | 25        | Total |        |
|-------|--------------|-----------------|--------------------------------|--------------|-------------------|-------------|-------------|---------------|--------------------|--------|-------|-----------|-----------|------------|--------|-------|-------|---------------------|---------|-------|----------------|-------------|-----------------|-------------|-----------|-------|--------|
|       | Free & Clear | Shark Steak Mop | Shortcuts To Internet Millions | barrel Mazak | Natural Advantage | Nutrisystem | Sheer Cover | Kodak Printer | Cash Flow Business | Humana | Orkut | Total Gym | Turbo Jam | Xpress 101 | NuWake | Murad | Tobi  | Auctions For Income | Boxflex | PPDX  | Body/Makesover | Fluidly Bar | Strapzy Secrets | MagixBullet | Dea Cures |       |        |
| A&E   | 18.25        | 0.00            | 30.00                          | 11.75        | 13.75             | 28.75       | 0.00        | 0.00          | 0.00               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00  | 18.50 | 30.00               | 0.00    | 0.00  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 0.00  | 151.00 |
| BIO   | 4.35         | 0.00            | 0.98                           | 0.00         | 0.00              | 0.00        | 1.10        | 0.00          | 0.00               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00  | 0.00  | 5.08                | 0.00    | 0.85  | 2.08           | 1.10        | 0.00            | 0.00        | 0.00      | 0.00  | 15.53  |
| BRV   | 14.00        | 12.25           | 17.25                          | 15.25        | 8.25              | 0.00        | 7.50        | 16.50         | 0.00               | 0.00   | 6.75  | 4.50      | 0.00      | 0.00       | 0.00   | 0.00  | 0.00  | 0.00                | 0.00    | 0.00  | 0.00           | 0.00        | 0.00            | 0.00        | 10.00     | 0.00  | 112.25 |
| CMT   | 2.50         | 0.00            | 4.95                           | 0.00         | 0.00              | 2.20        | 0.00        | 0.00          | 0.00               | 0.00   | 10.45 | 0.00      | 7.20      | 5.50       | 0.00   | 0.00  | 5.80  | 0.00                | 7.20    | 0.00  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 4.70  | 50.50  |
| CNBC  | 27.50        | 50.00           | 32.00                          | 20.00        | 42.50             | 45.00       | 96.50       | 25.00         | 17.50              | 22.50  | 4.00  | 0.00      | 0.00      | 87.50      | 45.00  | 25.00 | 0.00  | 0.00                | 6.00    | 17.50 | 0.00           | 47.50       | 0.00            | 19.00       | 0.00      | 0.00  | 630.00 |
| COM   | 0.00         | 3.60            | 19.20                          | 0.00         | 0.00              | 9.40        | 0.00        | 6.90          | 0.00               | 0.00   | 7.95  | 6.60      | 19.30     | 0.00       | 0.00   | 0.00  | 0.00  | 0.00                | 4.00    | 16.30 | 3.85           | 0.00        | 0.00            | 3.85        | 4.95      | 0.00  | 105.90 |
| DIY   | 1.60         | 0.45            | 0.53                           | 0.00         | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.45  | 0.00      | 0.45      | 0.00       | 0.98   | 0.00  | 0.00  | 2.66                | 0.00    | 0.00  | 0.00           | 0.45        | 0.00            | 0.00        | 0.00      | 0.00  | 7.56   |
| E!    | 0.00         | 4.00            | 0.00                           | 7.00         | 3.00              | 0.00        | 7.00        | 0.00          | 6.00               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 0.00   | 3.00  | 0.00  | 0.00                | 0.00    | 0.00  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 4.00  | 34.00  |
| FAM   | 0.00         | 6.25            | 0.00                           | 3.50         | 0.00              | 0.00        | 4.00        | 0.00          | 4.00               | 0.00   | 0.00  | 11.00     | 0.00      | 0.00       | 2.00   | 13.00 | 2.50  | 0.00                | 19.50   | 0.00  | 8.50           | 0.00        | 0.00            | 4.50        | 0.00      | 0.00  | 78.75  |
| FBN   | 0.00         | 12.50           | 1.50                           | 16.25        | 0.00              | 0.00        | 1.25        | 0.00          | 18.00              | 0.00   | 0.00  | 8.75      | 1.83      | 0.00       | 0.33   | 25.00 | 0.00  | 3.00                | 17.45   | 9.00  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 11.05 | 125.90 |
| FINE  | 0.00         | 0.00            | 0.00                           | 9.00         | 0.00              | 0.00        | 0.00        | 0.00          | 4.00               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00  | 0.00  | 4.00                | 0.00    | 0.00  | 0.00           | 13.00       | 0.00            | 4.00        | 0.00      | 0.00  | 34.00  |
| FIT   | 1.85         | 0.00            | 1.15                           | 0.00         | 0.00              | 0.35        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00  | 0.50      | 0.00      | 0.00       | 0.00   | 0.00  | 0.00  | 0.00                | 0.70    | 4.40  | 0.30           | 0.70        | 0.00            | 0.00        | 0.00      | 0.00  | 9.95   |
| FUEL  | 0.00         | 0.00            | 0.00                           | 0.00         | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.30  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00  | 0.30  | 0.85                | 0.50    | 0.00  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 0.00  | 1.95   |
| FUSE  | 14.40        | 2.85            | 10.30                          | 0.00         | 0.00              | 5.80        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00  | 0.00      | 14.98     | 0.00       | 0.00   | 0.00  | 0.00  | 0.00                | 0.00    | 8.65  | 0.00           | 0.00        | 6.55            | 3.60        | 12.25     | 0.00  | 79.38  |
| FX    | 12.50        | 0.00            | 3.13                           | 6.25         | 9.38              | 12.50       | 3.13        | 0.00          | 6.25               | 0.00   | 3.13  | 6.25      | 0.00      | 0.00       | 6.25   | 6.25  | 6.25  | 18.75               | 3.13    | 0.00  | 0.00           | 3.13        | 0.00            | 6.25        | 12.50     | 0.00  | 125.00 |
| G4TV  | 1.75         | 1.50            | 0.00                           | 2.50         | 0.00              | 0.00        | 0.00        | 0.00          | 1.13               | 0.00   | 4.25  | 3.50      | 0.00      | 0.00       | 5.00   | 0.00  | 0.00  | 0.00                | 5.68    | 2.00  | 0.00           | 2.13        | 0.00            | 0.00        | 0.00      | 0.00  | 29.43  |
| GAC   | 1.20         | 0.00            | 0.00                           | 0.00         | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00  | 0.00      | 2.20      | 0.00       | 0.00   | 0.00  | 0.00  | 0.00                | 2.90    | 0.60  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 0.00  | 6.90   |
| GEO   | 3.25         | 1.63            | 0.00                           | 1.63         | 0.00              | 0.00        | 8.13        | 0.00          | 1.63               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 1.63   | 3.25  | 1.63  | 4.88                | 1.63    | 0.00  | 0.00           | 0.00        | 0.00            | 1.63        | 1.63      | 0.00  | 32.50  |
| GSN   | 2.65         | 3.35            | 3.00                           | 0.00         | 0.00              | 0.00        | 0.95        | 0.00          | 0.00               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 6.90   | 1.50  | 8.10  | 0.00                | 0.00    | 1.90  | 0.00           | 0.00        | 0.00            | 2.25        | 0.75      | 0.00  | 31.35  |
| HALL  | 6.10         | 8.30            | 0.00                           | 0.00         | 8.30              | 0.00        | 0.00        | 0.00          | 8.00               | 0.00   | 0.00  | 4.15      | 0.00      | 0.00       | 6.05   | 0.00  | 0.00  | 0.00                | 0.00    | 4.15  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 0.00  | 45.05  |
| HGTV  | 6.69         | 12.04           | 0.00                           | 12.00        | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00  | 12.22     | 6.50      | 0.00       | 23.91  | 0.00  | 14.32 | 19.45               | 0.00    | 0.00  | 0.00           | 0.00        | 6.50            | 0.00        | 0.00      | 0.00  | 113.63 |
| HIS   | 32.75        | 0.00            | 19.25                          | 8.75         | 0.00              | 0.00        | 0.00        | 0.00          | 21.50              | 0.00   | 0.00  | 8.50      | 0.00      | 0.00       | 7.50   | 0.00  | 0.00  | 24.25               | 0.00    | 8.50  | 0.00           | 0.00        | 0.00            | 8.75        | 0.00      | 0.00  | 139.75 |
| HISTI | 1.30         | 1.10            | 2.20                           | 1.95         | 0.00              | 0.00        | 0.00        | 0.00          | 0.98               | 0.00   | 0.00  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00  | 0.00  | 1.10                | 0.00    | 0.00  | 0.00           | 0.00        | 0.00            | 0.00        | 0.00      | 0.00  | 8.63   |
| INSP  | 2.60         | 2.25            | 0.00                           | 0.00         | 1.80              | 0.00        | 0.40        | 0.00          | 0.00               | 0.00   | 0.75  | 0.40      | 0.00      | 0.00       | 5.15   | 0.50  | 4.25  | 0.00                | 0.55    | 0.00  | 0.00           | 0.00        | 0.00            | 1.45        | 2.70      | 0.00  | 22.80  |

# NATIONAL CABLE DISTRIBUTION - MEDIA INDEX

Based solely on gross media rates from networks monitored.

## TOP 25 for the week ending January 4, 2008

| Rank                  | 1            | 2                | 3                              | 4          | 5                 | 6           | 7           | 8             | 9                  | 10     | 11     | 12        | 13        | 14         | 15     | 16     | 17     | 18                  | 19      | 20     | 21            | 22          | 23              | 24           | 25        | Total   |
|-----------------------|--------------|------------------|--------------------------------|------------|-------------------|-------------|-------------|---------------|--------------------|--------|--------|-----------|-----------|------------|--------|--------|--------|---------------------|---------|--------|---------------|-------------|-----------------|--------------|-----------|---------|
|                       | Free & Clear | Shark Stearn Mop | Shortcuts To Internet Millions | barclitzak | Natural Advantage | Nutrisystem | Sheer Cover | Kodak Printer | Cash Flow Business | Humana | Otcut  | Total Gym | Turbo Jam | Xpress 101 | NuWake | Murad  | Tobi   | Auctions For Income | Bomflex | PPDX   | Body Makeover | Fluidly Bar | Strapzy Secrets | Magix Bullet | Dea Cures |         |
| ION                   | 0.34         | 3.00             | 2.10                           | 0.00       | 1.68              | 1.38        | 2.76        | 0.00          | 1.43               | 1.75   | 0.68   | 1.56      | 0.00      | 2.00       | 2.13   | 0.25   | 2.88   | 0.00                | 1.00    | 0.00   | 0.00          | 0.00        | 1.50            | 0.00         | 4.20      | 30.61   |
| LIFE                  | 0.00         | 17.85            | 0.00                           | 23.60      | 62.50             | 12.10       | 48.75       | 40.85         | 0.00               | 0.00   | 35.50  | 14.75     | 0.00      | 51.00      | 4.00   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 3.50          | 8.75        | 20.50           | 0.00         | 0.00      | 343.65  |
| OUT                   | 12.68        | 0.00             | 4.20                           | 0.00       | 0.00              | 8.48        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00   | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 0.00          | 0.00        | 0.00            | 0.00         | 0.00      | 25.35   |
| OXY                   | 0.00         | 0.00             | 0.00                           | 0.00       | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00   | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 19.30  | 0.00                | 0.00    | 21.10  | 0.00          | 0.00        | 0.00            | 0.00         | 3.40      | 43.80   |
| REAL                  | 0.00         | 0.43             | 0.00                           | 0.00       | 1.28              | 1.70        | 0.00        | 0.00          | 0.43               | 0.00   | 2.13   | 1.28      | 0.00      | 0.00       | 0.85   | 0.85   | 0.43   | 2.55                | 0.00    | 0.00   | 0.00          | 0.00        | 0.00            | 0.00         | 0.00      | 11.90   |
| REELZ                 | 0.00         | 0.00             | 0.40                           | 0.00       | 0.00              | 0.00        | 0.00        | 0.00          | 0.16               | 0.00   | 0.00   | 0.00      | 0.40      | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 0.00          | 0.00        | 0.00            | 0.00         | 0.55      | 1.51    |
| SC                    | 1.50         | 0.00             | 0.00                           | 0.00       | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00   | 1.50      | 0.00      | 0.00       | 0.00   | 1.50   | 0.00   | 3.00                | 3.00    | 0.00   | 0.00          | 0.00        | 0.00            | 3.00         | 1.50      | 15.00   |
| SCI                   | 32.00        | 0.00             | 30.50                          | 12.60      | 0.00              | 0.00        | 0.00        | 20.00         | 34.00              | 0.00   | 19.35  | 9.75      | 0.00      | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 14.00         | 0.00        | 0.00            | 0.00         | 0.00      | 172.20  |
| SPK                   | 4.70         | 0.00             | 11.30                          | 0.00       | 0.00              | 4.00        | 0.00        | 33.50         | 39.90              | 19.70  | 8.40   | 25.40     | 0.00      | 0.00       | 9.65   | 23.15  | 11.30  | 0.00                | 20.50   | 11.30  | 0.00          | 0.00        | 0.00            | 0.00         | 13.40     | 236.20  |
| STYLE                 | 0.80         | 0.00             | 0.00                           | 3.00       | 4.35              | 1.00        | 1.50        | 0.00          | 0.00               | 0.00   | 0.90   | 1.00      | 3.00      | 0.00       | 3.15   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 3.75          | 1.00        | 0.00            | 0.00         | 0.00      | 23.45   |
| TDC                   | 8.45         | 59.95            | 8.45                           | 0.00       | 0.00              | 0.00        | 5.30        | 7.80          | 6.20               | 0.00   | 29.55  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 0.00   | 17.35               | 9.25    | 0.00   | 0.00          | 3.95        | 24.85           | 7.30         | 0.00      | 188.40  |
| TFN                   | 10.75        | 16.50            | 0.00                           | 18.00      | 21.65             | 0.00        | 0.00        | 0.00          | 0.00               | 7.50   | 0.00   | 0.00      | 16.80     | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 4.25   | 4.50          | 14.50       | 0.00            | 7.50         | 0.00      | 121.95  |
| TGC                   | 0.00         | 0.00             | 0.00                           | 0.00       | 0.00              | 24.90       | 0.00        | 0.00          | 0.00               | 49.94  | 0.00   | 8.10      | 0.00      | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 14.00  | 0.00          | 0.00        | 0.00            | 0.00         | 0.00      | 96.93   |
| TLC                   | 0.00         | 0.00             | 0.00                           | 20.95      | 0.00              | 8.90        | 0.00        | 12.95         | 0.00               | 32.50  | 0.00   | 8.30      | 0.00      | 0.00       | 0.00   | 38.35  | 0.00   | 3.75                | 3.75    | 0.00   | 34.85         | 2.70        | 0.00            | 2.70         | 0.00      | 169.70  |
| TRU                   | 48.20        | 6.50             | 23.00                          | 17.70      | 6.60              | 4.60        | 0.00        | 14.00         | 0.00               | 20.00  | 0.00   | 0.00      | 38.70     | 0.00       | 17.50  | 0.00   | 0.00   | 0.00                | 0.00    | 12.20  | 12.50         | 0.00        | 14.50           | 0.00         | 0.00      | 236.00  |
| TRV                   | 0.00         | 0.00             | 0.00                           | 0.00       | 24.45             | 0.00        | 20.45       | 0.00          | 0.00               | 0.00   | 15.70  | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 13.30  | 0.00                | 0.00    | 0.00   | 0.00          | 0.00        | 0.00            | 0.00         | 9.15      | 83.05   |
| TVG                   | 12.60        | 2.10             | 10.00                          | 10.85      | 4.50              | 22.65       | 6.63        | 2.10          | 2.10               | 4.00   | 0.00   | 7.90      | 0.00      | 0.00       | 0.00   | 2.00   | 4.20   | 0.00                | 0.00    | 0.00   | 6.50          | 0.00        | 0.00            | 13.20        | 5.80      | 117.13  |
| USA                   | 0.00         | 38.50            | 30.00                          | 0.00       | 0.00              | 0.00        | 0.00        | 0.00          | 7.50               | 0.00   | 0.00   | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 15.50   | 0.00   | 0.00          | 25.00       | 33.00           | 0.00         | 0.00      | 149.50  |
| VS                    | 0.00         | 0.00             | 0.00                           | 0.00       | 0.00              | 0.00        | 0.00        | 0.00          | 5.50               | 0.00   | 2.50   | 2.50      | 0.00      | 0.00       | 0.00   | 0.00   | 5.50   | 0.00                | 12.50   | 0.00   | 0.00          | 0.00        | 0.00            | 0.00         | 4.00      | 32.50   |
| WE                    | 0.00         | 0.00             | 6.90                           | 12.85      | 21.50             | 18.55       | 0.00        | 12.00         | 0.00               | 16.00  | 21.90  | 3.85      | 44.85     | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 18.35         | 0.00        | 14.00           | 7.80         | 14.05     | 212.60  |
| WGN                   | 0.00         | 15.50            | 0.00                           | 11.75      | 0.00              | 14.00       | 2.00        | 0.00          | 0.00               | 9.75   | 0.00   | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 22.50  | 0.00                | 4.00    | 0.00   | 9.50          | 0.00        | 0.00            | 4.10         | 0.00      | 93.10   |
| WIZE                  | 11.76        | 5.04             | 0.00                           | 7.56       | 0.00              | 4.20        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00   | 7.56      | 0.00      | 5.88       | 0.00   | 0.00   | 0.00   | 0.00                | 0.00    | 0.00   | 6.72          | 5.04        | 0.00            | 2.52         | 3.36      | 59.64   |
| YES                   | 0.00         | 0.20             | 0.00                           | 0.00       | 0.00              | 0.00        | 0.00        | 0.00          | 0.00               | 0.00   | 0.00   | 0.00      | 0.00      | 0.00       | 0.00   | 0.00   | 0.00   | 0.00                | 0.35    | 0.00   | 0.25          | 0.00        | 0.00            | 1.73         | 0.15      | 2.68    |
| <b>Total Index</b>    | 299.01       | 287.63           | 272.28                         | 254.68     | 235.48            | 230.45      | 217.34      | 191.60        | 186.19             | 183.64 | 174.63 | 159.82    | 156.20    | 151.88     | 147.96 | 143.60 | 141.05 | 140.66              | 139.08  | 136.70 | 129.15        | 128.94      | 121.40          | 115.67       | 113.54    | 4458.53 |
| <b>Total Stations</b> | 29           | 26               | 24                             | 23         | 16                | 20          | 17          | 11            | 20                 | 10     | 19     | 24        | 12        | 5          | 18     | 14     | 17     | 15                  | 21      | 16     | 15            | 14          | 8               | 21           | 19        |         |





















# INFOMERCIAL GRID for Tuesday, January 1, 2008

12 - 8 am

|  | 12:00 am         | 12:30 am                | 1:00 am                  | 1:30 am                  | 2:00 am               | 2:30 am           | 3:00 am                   | 3:30 am                          | 4:00 am                 | 4:30 am             | 5:00 am                          | 5:30 am              | 6:00 am               | 6:30 am              | 7:00 am               | 7:30 am              |
|--|------------------|-------------------------|--------------------------|--------------------------|-----------------------|-------------------|---------------------------|----------------------------------|-------------------------|---------------------|----------------------------------|----------------------|-----------------------|----------------------|-----------------------|----------------------|
|  | Flip This House  | Flip This House         | Confronting Evil         | Confronting Evil         | Rollergirls           | Rollergirls       | Crossing Jordan           | Crossing Jordan                  | T.J. Hooker             | T.J. Hooker         | Shortcuts To Internet Millions 2 | Ultimate Healing     | FirmaLift             | Youthology           | Dalai Lama            | Dalai Lama           |
|  | Notorious        | Notorious               | Uncovered                | Uncovered                | Uncovered             | Uncovered         | Mobsters                  | Mobsters                         | Biography               | Biography           | Auctions For Income 3            | Trikke 7             | Body Makeover 10      | Power Juicer 7       | Marconi               | Marconi              |
|  | Movie            | Movie                   | Queer Eye                | Queer Eye                | Celebrity Poker       | Celebrity Poker   | Celebrity Poker           | Celebrity Poker                  | Blow Out                | Blow Out            | Free & Clear 6                   | WordSmart            | Magic Bullet 3        | Luminess Air         | Luminess Air          | Sheer Cover 5        |
|  | CMT Music        | CMT Music               | CMT Music                | CMT Music                | CMT Music             | CMT Music         | Classic Soft Rock 2       | Cable Shopping Network 12        | Rice 'N Shine           | Bowflex             | Cable Shopping Network 12        | Xpress 101 6         | CMT Music             | CMT Music            | CMT Music             | CMT Music            |
|  | Mad Money        | Mad Money               | Big Idea                 | Big Idea                 | Sheer Cover 5         | Magic Bullet 3    | Trikke 7                  | Shortcuts To Internet Millions 2 | Fast Money              | Fast Money          | Wake-Up Call                     | Wake-Up Call         | Wake-Up Call          | Wake-Up Call         | Squawk Box            | Squawk Box           |
|  | Chappelle's Show | Comedy Central Presents | Daily Show               | Colbert Report           | TV Funhouse           | TV Funhouse       | Crank Yankers             | Crank Yankers                    | Midnight Soul 2         | Extenze             | Rice 'N Shine                    | Extenze              | Bowflex               | Nutrisystem 9        | P90X 4                | Tempur-Pedic 7       |
|  | DIY Rescue       | DIY Rescue              | Kitchen Renovations      | Kitchen Renovations      | Freeform Furniture    | Barkitecture      | Auctions For Income 3     | Cricut                           | Warehouse Warriors      | Warehouse Warriors  | Talk2DIY                         | Talk2DIY             | Nu-Wave               | Free & Clear 6       | Talking Dirty         | Workin' Railroad     |
|  | SNL              | Daily 10                | Dr. 90210                | Dr. 90210                | Wild On               | Wild On           | SNL                       | SNL                              | Murad                   | Sheer Cover 5       | Bloomberg Television             | Bloomberg Television | Bloomberg Television  | Bloomberg Television | Bloomberg Television  | Bloomberg Television |
|  | Funniest Videos  | Funniest Videos         | Country Roads            | WordSmart                | Bowflex               | Youthology        | 700 Club                  | 700 Club                         | TriVita 4               | Nu-Wave             | Ministry                         | LIFE                 | Joyce Meyer Ministry  | Feed The Children    | Family Matters        | Spider Man           |
|  | Debt Cures       | Flower Power            | Nu-Zymes                 | Auctions For Income 3    | Sheer Cover 5         | Light Relief 3    | Roll Out Keyboard         | Red Exerciser 2                  | Swivel Sweeper          | Health Secrets 2    | Fox Business Morning             | Fox Business Morning | Money For Breakfast   | Money For Breakfast  | Money For Breakfast   | Money For Breakfast  |
|  | Martha           | Martha                  | Real Estate Confidential | Real Estate Confidential | Dream House           | Dream House       | Dream Drives              | Breathing Room                   | Born American           | The Genuine Article | DreamBody                        | Cash Flow Business   | Freeze 24-7           | Meaningful Beauty    | I Want That!          | Opening Soon         |
|  | Marilu Henner    | Marilu Henner           | FitNation                | FitNation                | P90X 4                | Free & Clear 6    | Malt Shop Memories        | Shark VX3                        | Real Estate Millionaire | Body Makeover 10    | Hip Hop Abs                      | Ray Reynolds Plan 3  | Yoga                  | Shape                | Body Sculpt           | Workout              |
|  | Swerve Awards    | Swerve Awards           | Insane Cinema            | Insane Cinema            | The Weekly Update     | The Weekly Update | M80                       | M80                              | Captain & Casey         | Captain & Casey     | Bass Professor                   | Bowflex              | True Back             | Swivel Sweeper       | Captain & Casey       | New Pollution        |
|  | Music Videos     | Music Videos            | Music Videos             | Music Videos             | Music Videos          | Music Videos      | Music Videos              | Music Videos                     | Music Videos            | Music Videos        | Music Videos                     | Music Videos         | Music Videos          | Music Videos         | Music Videos          | Music Videos         |
|  | Movie            | Movie                   | Movie                    | Movie                    | Auctions For Income 3 | Debt Cures        | Cable Shopping Network 12 | Rug Doctor 2                     | AbRail                  | Cash Flow Business  | Youthology                       | Amaze RX             | Auctions For Income 3 | Nu-Wave              | Buffy                 | Buffy                |
|  | Brainiac         | Brainiac                | Man Show                 | Man Show                 | X-Play                | Filter            | Brainiac                  | Brainiac                         | Fastlane                | Fastlane            | Extenze                          | Instant Fisherman    | EdenPURE 2            | Slim in 6            | Amaze RX              | Derma Wand 9         |
|  | Master Series    | Master Series           | Music Videos             | Music Videos             | GAC Nights            | GAC Nights        | Music Videos              | Music Videos                     | Bowflex                 | Youthology          | Theracyl                         | Free & Clear 6       | Wake Up Call          | Wake Up Call         | Wake Up Call          | Wake Up Call         |
|  | Dog Whisperer    | Dog Whisperer           | Pet MDs                  | Pet MDs                  | DaVinci's Code        | DaVinci's Code    | Is It Real                | Is It Real                       | Dog Whisperer           | Dog Whisperer       | Haunt Of The Hippo               | Regular Programming  | Tobi 2                | Power Strider 4      | Auctions For Income 3 | Debt Cures           |
|  | Millionaire      | Millionaire             | Street Smarts            | Stein's Money            | High Stakes Poker     | High Stakes Poker | Name's/Same               | My Line?                         | Leg Magic               | Natural Cures 10    | Free & Clear 6                   | Nu-Zymes             | Natural Cures 10      | AloeCure             | Iceland Joint Relief  | Tobi 2               |
|  | MASH             | MASH                    | MASH                     | MASH                     | Texas Ranger          | Texas Ranger      | Cash Flow Business        | Free & Clear 6                   | Iceland Joint Relief    | EdenPURE 2          | Nu-Wave                          | TriVita 4            | Hip Hop Abs           | Principal Secret     | Swivel Sweeper        | Ultimate Healing     |

# INFOMERCIAL GRID for Tuesday, January 1, 2008

12 - 8 am

|  | 12:00 am                | 12:30 am                  | 1:00 am            | 1:30 am            | 2:00 am             | 2:30 am               | 3:00 am            | 3:30 am            | 4:00 am              | 4:30 am                   | 5:00 am                   | 5:30 am              | 6:00 am              | 6:30 am                | 7:00 am                          | 7:30 am           |
|--|-------------------------|---------------------------|--------------------|--------------------|---------------------|-----------------------|--------------------|--------------------|----------------------|---------------------------|---------------------------|----------------------|----------------------|------------------------|----------------------------------|-------------------|
|    | Cash / Attic            | Cash / Attic              | Extreme Homes      | House Hunters      | House Hunters       | Designed To Sell      | Design / Dime      | Double Take        | Light Relief 3       | Total Gym 16              | Nu-Wave                   | bareMinerals 8       | Tony Little Pillow 4 | Nu-Wave                | Old House                        | Rebecca's Garden  |
|    | UFO Files               | UFO Files                 | Digging/Truth      | Digging/Truth      | Deep Sea Detectives | Deep Sea Detectives   | Circus Freaks      | Circus Freaks      | Cash Flow Business   | CorEvolution 2            | Oreck XL21                | Total Gym 16         | Barbarians           | Barbarians             | Civil War Journal                | Civil War Journal |
|    | Comets                  | Comets                    | Comets             | Comets             | Mysteries           | Mysteries             | Mysteries          | Mysteries          | Voyages              | Voyages                   | Cash Flow Business        | Nu-Zymes             | Vonage 2             | Oreck XL21             | History                          | History           |
|    | Debt Cures              | Cable Shopping Network 23 | Feed The Children  | FucoThin           | Ministry            | Ministry              | Ministry           | Ministry           | Attacking Anxiety 19 | Free & Clear 6            | Total Gym 16              | Principal Secret     | Ministry             | Ministry               | Ministry                         | Ministry          |
|    | Sheer Cover 5           | Country Roads             | Ministry           | Ministry           | On Wings of Eagles  | Uptown Saturday Night | Extenze            | The Soul Story 2   | Debt Cures           | Extenze                   | Ray Reynolds Plan 3       | Derma Wand 9         | FucoThin             | Ministry               | Ray Reynolds Plan 3              | Ministry          |
|    | Fraiser                 | Fraiser                   | Golden Girls       | Division           | Division            | Oreck Air 4           | Proactiv 19        | Body Makeover 10   | Cricut               | Fluidity Bar 3            | bareMinerals 8            | Rug Doctor 2         | Shark Steam Mop      | Natural Advantage 6    | Denise Austin                    | Denise Austin     |
|    | Monsters Of Destruction | Monsters Of Destruction   | Next Generation    | Outdoor Moments    | Outdoor Adventures  | Managment Advantage   | Outdoor America    | Gold Prospecting   | Nutrisystem 9        | Bowflex Revolution 2      | Free & Clear 6            | Natural Cures 10     | Outdoors             | Outdoors               | Gold Prospecting                 | Hunting           |
|    | Tyra Banks              | Tyra Banks                | Ellen DeGeneres    | Ellen DeGeneres    | Snapped             | Snapped               | Flower Power       | P90X 4             | Tobi 2               | Essential R&B             | Pilates Power Gym 2       | Hip Hop Abs          | Inhale               | Inhale                 | Xena                             | Xena              |
|    | Reality Television      | Reality Television        | Reality Television | Reality Television | Reality Television  | Reality Television    | Reality Television | Reality Television | Reality Television   | Reality Television        | Cable Shopping Network 23 | Shark VX3            | Amaze RX             | Nu-Wave                | Vonage 2                         | Nutrisystem 9     |
|    | Dailies                 | The Big Tease             | The Directors      | The Directors      | Bio                 | Bio                   |                    |                    |                      |                           |                           |                      |                      |                        | Dailies                          | The Big Tease     |
|    | 7-Days                  | NBS 24-7                  | Back In The Day    | NASCAR             | Barrett-Jack...     | Barrett-Jack...       | Cars/Carlisle      | Cars/Carlisle      | Auto Racing          | Auto Racing               | Auction                   | Auction              | Turk & Surf 3        | Esteban's Master Class | MotorSport                       | NASCAR            |
|    | Outer Limit             | Outer Limit               | Twilight Zone      | Twilight Zone      | X-Files             | X-Files               | First Wave         | First Wave         | The Twilight Zone    | The Twilight Zone         | The Twilight Zone         | The Twilight Zone    | The Twilight Zone    | The Twilight Zone      | The Twilight Zone                | The Twilight Zone |
|   | TNA Impact!             | TNA Impact!               | Real TV            | Blind Date         | Movie               | Movie                 | CSI                | CSI                | Extenze              | Cable Shopping Network 12 | Extenze                   | Girls Gone Wild 12   | Nutrisystem 9        | Rice 'N Shine          | Bowflex                          | Total Gym 16      |
|  | Diary/Affair            | Hotspot                   | Whose Wedding      | Whose Wedding      | Fashion Trance      | Fashion Trance        | Meaningful Beauty  | Nu-Wave            | Luminess Air         | Sleep Number              | New Body Shaper           | Principal Secret     | A Second Look        | A Second Look          | Velvet Ropes                     | Fashion Police    |
|  | Monster House           | Monster House             | Biker Build-Off    | Biker Build-Off    | American Chopper    | American Chopper      | Rock Ballads       | Oreck Air 4        | Fluidity Bar 3       | Sleep Number              | Assignment Discovery      | Assignment Discovery | Shark VX3            | Shapely Secrets        | Shortcuts To Internet Millions 2 | LIFE              |
|  | Emeril                  | Emeril                    | Unwrapped          | Unwrapped          | Secret Life         | Secret Life           | Iron Chef          | Iron Chef          | Food Fight           | Unwrapped                 | Secret Food Cures         | Shark Steam Mop      | Free & Clear 6       | bareMinerals 8         | Sleep Number                     | Tempur-Pedic 7    |
|  | My World                | Approach                  | Turn               | Learning Center    | Personal Lessons    | Golf Central          | My World           | Highlights         | Highlights           | All Star Golf             | All Star Golf             | Lessons              | Highlights           | Highlights             | Big Three                        | Big Three         |
|  | Untold Stories          | Untold Stories            | Dwarf Family       | Dwarf Family       | Joined For Life     | Joined For Life       | Tempur-Pedic 7     | Shark VX3          | WordSmart            | CorEvolution 2            | Body Makeover 10          | Trikke 7             | To School            | Magic Bus              | Save-Um                          | Hi-5              |
|  | Beach Patrol            | Beach Patrol              | Forensic           | North Mission      | D. Dunne            | D. Dunne              | Extreme Evidence   | Extreme Evidence   | Trace Evidence       | Trace Evidence            | Forensic                  | Rock Ballads         | Proactiv 19          | Free & Clear 6         | P90X 4                           | Rug Doctor 2      |
|  | Weird Travels           | Weird Travels             | Weird Travels      | Weird Travels      | Top 10 Parks        | Top 10 Parks          | Principal Secret   | Debt Cures         | Natural Advantage 6  | New Body Shaper           | Cricut                    | H2O Mop              | Principal Secret     | Debt Cures             | Natural Advantage 6              | New Body Shaper   |

# NEW SHOW BREAKOUT

|                           |   |
|---------------------------|---|
| <b>SHOW TITLE</b>         | • Nutrisystem Advanced  |
| <b>PRODUCT NAME</b>       | • Nutrisystem Advanced  |
| <b>GRID TITLE</b>         | • Nutrisystem Advanced  |
| <b>SHOW HOST</b>          | • Sarah   |
| <b>SHOW HOST 2</b>        | •   |
| <b>COST</b>               | • See product description   |
| <b>CATEGORY</b>           | • Health & Fitness  |
| <b>MARKETING COMPANY</b>  | • NutriSystem, Inc.   |
| <b>PRODUCTION COMPANY</b> | • Big Shot Pictures   |
| <b>MAILING ADDRESS</b>    | • None given.   |
| <b>PHONE NUMBER</b>       | • 877-455-LITE  |
| <b>WEB ADDRESS</b>        | • <a href="http://www.nutrisystem.com/4you">www.nutrisystem.com/4you</a>  |
| <b>CHANNEL</b>            | • YES Network   |
| <b>DATE AIRED</b>         | • January 2, 2008   |
| <b>UPSELL</b>             | • Individuals who take advantage of the autoship program receive 28 days of meals plus the two free weeks of meals for \$319.95 a month including shipping and handling. Thereafter, every month a new four week supply is automatically shipped at the same price. The 28 day program without auto-delivery costs \$370.50. pz |

**WEEK ENDING: JANUARY 4, 2008**

## PRODUCT DESCRIPTION

Fad diets and weight loss pills are no way to lose weight and keep it off. Instead, eat the foods you love, while curbing cravings and never going hungry. Nutrisystem Advanced offers a healthy and easy way to lose weight without worrying about counting calories, and the Glycemic Advantage separates good carbs from bad carbs so food is enjoyable again. In fact, each meal already contains the correct number of calories, proteins, good carbs, and fats. The Nutrisystem Advanced 28 day program provides one with 28 breakfasts, lunches, dinners, and desserts. As a bonus, receive two free weeks of Nutrisystem Advanced meals, which equals 14 breakfasts, lunches, dinners, and desserts for free. The 28 day program also comes with the Nutrisystem Advanced Exclusive Program Kit containing an online resource manual, a meal planner, the Mindset Makeover book, and a free exercise DVD. Those using the Nutrisystem Advanced program automatically get a free membership for weight loss counseling, and shipping of the meals is free. The plan costs about \$10 per day. Small text notes the the free two weeks is only for the auto-delivery program, and that the first free week comes with the first delivery and the second free week with the second delivery. [www.nutrisystem.com/4you](http://www.nutrisystem.com/4you)

## SHOW SUMMARY

This all new program from Nutrisystem, Inc. opens with men and women of all ages standing before a microphone on a stage, introducing themselves and reading the thank you letters they wrote to Nutrisystem. Behind the scenes footage offers viewers a glimpse into the photo shoots and production of the program, as well as a chance to see what an accomplishment it is to call oneself "A Nutrisystem Success." In fact, host of the program Sarah is "A Nutrisystem Success." She comments on how losing 60 pounds with Nutrisystem has changed her life. Watching her tell her story of struggling to lose weight and finding success with Nutrisystem shows how vibrant and outgoing she is. Footage of her walking the Nutrisystem runway solidifies that point. Throughout the program Sarah introduces several of her Nutrisystem friends. Their segments follow the same protocol; talking about how easy it was to lose the weight on Nutrisystem and getting the chance to flaunt their new looks on the Nutrisystem runway. Sarah also gives a shout out to retired NFL quarterback Dan Marino, who lost weight using Nutrisystem. Throughout the program men and women share their Nutrisystem success stories. Before and after photos showcase each one's brand new body. An unidentified male provides the voiceover for the spots. This program of high production values really encourages viewers looking to lose weight to see that Nutrisystem Advanced can bring out the "Nutrisexy" you. eak

# NEW SHOW BREAKOUT

|                           |   |
|---------------------------|---|
| <b>SHOW TITLE</b>         | • Famous Discoveries: The Search Is Over  |
| <b>PRODUCT NAME</b>       | • Shock It Clean  |
| <b>GRID TITLE</b>         | • Shock It Clean  |
| <b>SHOW HOST</b>          | • Margeaux St. Ledger   |
| <b>SHOW HOST 2</b>        | • Professor Amos  |
| <b>COST</b>               | • \$29.95 plus \$8.95 S&H   |
| <b>CATEGORY</b>           | • Household   |
| <b>MARKETING COMPANY</b>  | • Reliant International Media LLC   |
| <b>PRODUCTION COMPANY</b> | • N/A   |
| <b>MAILING ADDRESS</b>    | • None given.   |
| <b>PHONE NUMBER</b>       | • 800-698-2905  |
| <b>WEB ADDRESS</b>        | • N/A   |
| <b>CHANNEL</b>            | • Game Show Network   |
| <b>DATE AIRED</b>         | • January 4, 2008   |
| <b>UPSELL</b>             | • An automated service details the offer and takes callers through the ordering process. Due to high demand there is a limit of six Shock It Clean packages per order. Shipping and handling is \$8.95. |

**WEEK ENDING: JANUARY 4, 2008**

## PRODUCT DESCRIPTION

Professor Amos' Shock It Clean is an all purpose super concentrated cleaner that is said to replace at least a dozen household cleaners. The secret of the product is the addition of hydrogen peroxide, an all natural sanitizer and deodorizer. Shock It Clean is cucumber melon scented, color safe, doesn't contain bleach or other harmful chemicals, and one bottle makes up to 32 bottles of cleaner. It can be used as a pre-treater for clothing stains, or a laundry booster for detergent. Shock It Clean can also be used to clean just about any surface around the home including carpet, counter tops, tubs and tiles, jewelry, stainless steel, and ovens. It's said that over a million units of Shock It Clean have been used worldwide. Included in the offer are two bottles of Shock It Clean enough to make 64 bottles of cleaner, one spray bottle, one all-purpose cleaning sponge, and ten Shock cleaning pads. A 30 day money back guarantee is included.

## SHOW SUMMARY

Host Margeaux St. Ledger appears on the Famous Discoveries set in front of a large product display to introduce Shock It Clean, a product that she claims will "shock" viewers. St. Ledger is soon joined by product creator Professor Amos. The excited Professor Amos immediately begins a demonstration with a filthy carpet to show the difference between his product and a soapy, spray cleaner that most people are familiar with. The professor explains that unlike other cleaners his product doesn't contain any soap, ammonia, or bleach. The professor also shows that his product can be used to clean shag carpets and in carpet cleaning machines. In other demonstrations throughout the show, Professor Amos uses his product to clean a leather car seat, jewelry, sneakers, kitchen appliances, a mock bathroom, and a mattress. Testimonials are provided by satisfied product users who explain what they love about Shock It Clean. Some users are shown cleaning their personal possessions with the product. Spots detail the offer and provide ordering and pricing information. pz



# IMS National Cable DR Spot Ranking

The 50 most frequently seen direct response spots on networks monitored, ranked for the week ending: January 4, 2008

IMS Logo indicates newly detected spot.

| Product Name            | Marketing Company           | TRT  | Price    | Category            | Product Name                   | Marketing Company             | TRT  | Price   | Category            |
|-------------------------|-----------------------------|--|----------|---------------------|--------------------------------|-------------------------------|--|---------|---------------------|
| 1 Perfect Pushup        | PT Metrics, Inc.            | :60  | \$39.90  | Health & Fitness    | 26 ProCede                     | Youth Enhancement             | :120   | \$0.00  | Beauty              |
| 2 Proactiv Solution     | Guthy-Renker Corp.          | :60  | \$39.95  | Beauty              | 27 Listen Up                   | IdeaVillage                   | :120   | \$14.99 | Personal            |
| 3 Total Gym             | Total Gym Fitness LLC       | :60  | \$0.00   | Health & Fitness    | 28 Select Comfort Sleep Nu     | Select Comfort Corp.          | :120   | \$0.00  | Household           |
| 4 Kinoki                | Hollywood Gadgets           | :120   | \$19.99  | Health & Fitness    | 29 Maxoderm                    | Barmensen Labs, LLC           | :60  | \$0.00  | Personal            |
| 5 Mighty Putty          | McAllister / Media Enterpr. | :120   | \$19.99  | Household           | 30 Ped Egg                     | Telebrands                    | :120   | \$10.00 | Beauty              |
| 6 Enzyte                | Berkeley Nutraceutical      | :60  | \$0.00   | Personal            | 31 BreathRx                    | Discus Dental                 | :60  | \$0.00  | Beauty              |
| 7 Bare Minerals         | Bare Escentuals             | :120   | \$0.00   | Beauty              | 32 Vidalia Slice Wizard        | National Express              | :120   | \$19.99 | Kitchen             |
| 8 Craft-Lite Cutter     | Merchant Media LLC          | :120   | \$19.99  | Household           | 33 Video Professor             | Video Professor, Inc.         | :30  | \$0.00  | Educ. & Self Help   |
| 9 Gold Kit              | Lippincott, LLC             | :60  | \$0.00   | Miscellaneous       | 34 ASPCA                       | ASPCA, Inc.                   | :120   | \$0.00  | Miscellaneous       |
| 10 eDiets               | eDiets.com, Inc.            |  :120 | \$0.00   | Health & Fitness    | 35 Core Rhythms                | Dance Sport Videos, LLC       | :120   | \$0.00  | Health & Fitness    |
| 11 ExtenZe              | e-Vita Labs                 | :60  | \$0.00   | Personal            | 36 magicJack                   | magicJack                     | :120   | \$39.95 | Comp. & Electronics |
| 12 Bowflex Home Gyms    | Nautilus Inc.               | :60  | \$0.00   | Health & Fitness    | 37 Cat Genie                   | PetNovations Ltd.             | :60  | \$0.00  | Pet Products        |
| 13 NutriSystem Advanced | NutriSystem, Inc.           | :120   | \$0.00   | Health & Fitness    | 38 Dr. Frank's Joint Pain Reli | Dr. Frank's Joint Pain Relief | :120   | \$19.95 | Pet Products        |
| 14 Green Bags           | Allstar Marketing LLC       | :120   | \$9.95   | Kitchen             | 39 Stick Up Bulb               | Telebrands                    | :120   | \$10.00 | Household           |
| 15 Evinrude E-Tec       | BRP US, Inc.                |  :60  | \$0.00   | Miscellaneous       | 40 Save A Blade                | Exceptional Products, Inc.    |  :120   | \$14.99 | Household           |
| 16 Lipozene             | Obesity Research Inst.      | :120   | \$29.95  | Health & Fitness    | 41 Morgan Silver Dollar        | National Collector's Mint     | :60  | \$19.90 | Crafts & Hobbies    |
| 17 Wallet Pix           | IdeaVillage                 | :120   | \$39.98  | Comp. & Electronics | 42 NordicTrack Space Saver     | ICON Health & Fitness         | :60  | \$0.00  | Health & Fitness    |
| 18 Zerosmoke            | Dynamic TV                  | :120   | \$0.00   | Educ. & Self Help   | 43 Simoniz Fix It!             | Simoniz USA Inc.              | :120   | \$19.95 | Automotive          |
| 19 Buxton Shoulder Bag  | Allstar Marketing LLC       | :120   | \$19.95  | Fashion             | 44 Samurai Shark               | SAS Group, Inc.               | :60  | \$10.00 | Household           |
| 20 Artisan Stand Mixer  | Kitchen Aid USA             | :120   | \$349.00 | Kitchen             | 45 Scalp Med                   | Modern Health Labs, Inc.      | :60  | \$0.00  | Beauty              |
| 21 SunSetter Awnings    | SunSetter Products          | :120   | \$0.00   | Household           | 46 Teeter Hang Ups             | Sky's The Limit, Int'l.       | :60  | \$14.95 | Health & Fitness    |
| 22 Oreck XL21           | Oreck Corporation           | :60  | \$0.00   | Household           | 47 InventHelp                  | InventHelp Inc.               | :60  | \$0.00  | Business & Finance  |
| 23 Bosley               | Bosley Medical Institute    | :60  | \$0.00   | Beauty              | 48 Twin Draft Guard            | Product Trend, LLC            | :120   | \$19.99 | Household           |
| 24 ShamWOW              | ShamWow, Inc.               | :120   | \$19.95  | Household           | 49 Sheer Cover                 | Guthy-Renker Corp.            |  :120 | \$9.95  | Beauty              |
| 25 Pushup Pro           | Ontel Products Co.          | :60  | \$19.99  | Health & Fitness    | 50 Fishpen                     | Telebrands                    |  :120 | \$19.98 | Sports              |



Infomercial Monitoring Service, Inc.  
 Satellite 2 · 810 Parkway · Broomall, PA 19008  
 610-328-6902 · Fax 328-6791 · www.imstv.com

© 2008 Infomercial Monitoring Service, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form electronic or mechanical, including photocopy, or any information storage and retrieval system without permission in writing from IMS. IMS is not responsible for any loss due to errors or omissions in information provided, or for any loss of service due to technical or other difficulties. Any publication, or public display, or other use, without the prior written permission of IMS is prohibited.

# IMS Direct Response Spots

New spots from networks monitored, listed alphabetically.

NEW for the Week Ending January 4, 2008

IMS Logo indicates new offer, price, version or markete

| Product Name       | Marketing Company           | Description                |     | TRT  | Price   | S/H     | Phone        | Category          |
|--------------------|-----------------------------|----------------------------|-----|------|---------|---------|--------------|-------------------|
| Beat the Bogey Man | Travis Fox Merchandise, LLC | Golf instructions on DVD   |     | :60  | \$99.99 | \$14.95 | 800-363-2325 | Educ. & Self Help |
| Contour Win-A-Bed  | New Era Media, LLC          | Adjustable beds            |     | :60  | \$0.00  | \$0.00  | 800-759-2976 | Household         |
| DR Roto-Hog Tiller | CHP, Inc.                   | Power tiller               |     | :60  | \$0.00  | \$0.00  | 800-718-9881 | Household         |
| Easy Curves        | Savvier, LP                 | Exercise device            | IMS | :120 | \$9.99  | \$12.83 | 800-677-8022 | Health & Fitness  |
| eDiets             | eDiets.com, Inc.            | Diet plan                  | IMS | :120 | \$0.00  | \$0.00  | 800-348-1852 | Health & Fitness  |
| Evinrude E-Tec     | BRP US, Inc.                | Outboard motor information | IMS | :60  | \$0.00  | \$0.00  | 800-340-8980 | Miscellaneous     |
| Fishpen            | Telebrands                  | Compact fishing rod        | IMS | :120 | \$19.98 | \$7.99  | 800-729-7112 | Sports            |
| Indian Head Coin   | National Collector's Mint   | Commemorative coin         | IMS | :60  | \$19.95 | \$5.00  | 800-813-7249 | Crafts & Hobbies  |
| Mobility Products  | Mobility Prods. Unlmt.      | Power wheelchairs          | IMS | :120 | \$0.00  | \$0.00  | 800-972-2993 | Personal          |
| Patch Perfect      | Eagle Eye Marketing         | Grass seed                 | IMS | :60  | \$19.95 | \$7.95  | 800-958-5107 | Household         |
| Perillo Tours      | Perillo Tours               | Travel information         | IMS | :30  | \$0.00  | \$0.00  | 800-978-1000 | Entertainment     |
| Save A Blade       | Exceptional Products, Inc.  | Razor blade sharpener      | IMS | :120 | \$14.99 | \$7.95  | 800-884-3898 | Household         |
| Sheer Cover        | Guthy-Renker Corp.          | Skin blemish concealer     | IMS | :120 | \$9.95  | \$7.95  | 800-360-6800 | Beauty            |



Infomercial Monitoring Service, Inc.  
 Satellite 2 · 810 Parkway · Broomall, PA 19008  
 610-328-6902 · Fax 328-6791 · www.imstv.com

© 2008 Infomercial Monitoring Service, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form electronic or mechanical, including photocopy, or any information storage and retrieval system without permission in writing from IMS. IMS is not responsible for any loss due to errors or omissions in information provided, or for any loss of service due to technical or other difficulties. Any publication, or public display, or other use, without the prior written permission of IMS is prohibited.

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

|  |                |            |              |            |              |   |                                       |            |              |            |              |  |   |
|--|----------------|------------|--------------|------------|--------------|---|---------------------------------------|------------|--------------|------------|--------------|--|---|
| <b>Product</b><br><b>AutoCerm</b>  |                |            |              |            |              | <b>Marketing Company</b><br><b>Focus Media Works</b>  | <b>Product</b><br><b>Sheer Cover</b>  |            |              |            |              |  | <b>Marketing Company</b><br><b>Guthy-Renker Corp.</b> |
| <b>Category</b><br>Automotive  |                |            |              |            |              | <b>Sub-Category</b><br>Engine/Oil Treatments  | <b>Category</b><br>Beauty             |            |              |            |              |  | <b>Sub-Category</b><br>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> |                                       |            |              |            |              |  |   |
| <b>Date</b>  | <b>Version</b> | <b>TRT</b> | <b>Price</b> | <b>S/H</b> | <b>Phone</b> | <b>Date</b>   | <b>Version</b>                        | <b>TRT</b> | <b>Price</b> | <b>S/H</b> | <b>Phone</b> |  |   |
| 2/1/2008   | 1              | :120       | \$19.99      | \$4.99     | 800-262-2734 | 1/4/2008  | 5                                     | :120       | \$9.95       | \$7.95     | 800-360-6800 |  |   |
| <b>Product</b><br><b>J &amp; P Cycles</b>  |                |            |              |            |              | <b>Marketing Company</b><br><b>J &amp; P Cycles</b>   | <b>Product</b><br><b>Blo &amp; Go</b> |            |              |            |              |  | <b>Marketing Company</b><br><b>N/A</b>                |
| <b>Category</b><br>Automotive  |                |            |              |            |              | <b>Sub-Category</b><br>Other - Auto   | <b>Category</b><br>Beauty             |            |              |            |              |  | <b>Sub-Category</b><br>Hair Care                      |
| <p>This spot opens with video footage of a man riding a motorcycle. J &amp; 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 &amp; 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 &amp; 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 &amp; Go was created by a busy mom and former runway model, Laurie Coleman, who needed an extra hand. Blo &amp; 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>   |                                       |            |              |            |              |  |   |
| <b>Date</b>  | <b>Version</b> | <b>TRT</b> | <b>Price</b> | <b>S/H</b> | <b>Phone</b> | <b>Date</b>   | <b>Version</b>                        | <b>TRT</b> | <b>Price</b> | <b>S/H</b> | <b>Phone</b> |  |   |
| 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.*

|   |  |   |   |        |              |           |         |     |         |        |              |
|---|--|---|---|--------|--------------|-----------|---------|-----|---------|--------|--------------|
| <b>Product</b><br><b>Hair Club for Women</b>  | <b>Marketing Company</b><br><b>Hair Club for Men, Ltd.</b> | <b>Product</b><br><b>Relastin</b>   | <b>Marketing Company</b><br><b>Revance Therapeutics, Inc.</b> |        |              |           |         |     |         |        |              |
| <b>Category</b><br>Beauty   | <b>Sub-Category</b><br>Hair Care                           | <b>Category</b><br>Beauty   | <b>Sub-Category</b><br>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 <a href="http://www.hairclub.com">www.hairclub.com</a> 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. <a href="http://37.tryrelastin.com">37.tryrelastin.com</a></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 |
| <b>Product</b><br><b>Fragrance.net</b>  | <b>Marketing Company</b><br><b>Fragrancenet.com, Inc.</b>  | <b>Product</b><br><b>Scrape It</b>  | <b>Marketing Company</b><br><b>West Direct, Inc.</b>          |        |              |           |         |     |         |        |              |
| <b>Category</b><br>Beauty   | <b>Sub-Category</b><br>Other - Beauty                      | <b>Category</b><br>Beauty   | <b>Sub-Category</b><br>Skin Care                              |        |              |           |         |     |         |        |              |
| <p>Images of popular women's and men's fragrances like Hugo Boss, Obsession, D &amp; 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 <a href="http://www.scrapeitv.com">www.scrapeitv.com</a> 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 |