



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.

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



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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
Total Airs	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
Total Stations	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	Magix/Bullet	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	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	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	11.05	0.00	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	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	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	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	6.90	1.50	8.10	0.00	0.00	1.90	0.00	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	beachMuzak	Natural Advantage	Nutrisystem	Sheer Cover	Kodak Printer	Cash Flow Business	Humana	Orkut	Total Gym	Turbo Jam	Xpress 101	NuWave	Murad	Toti	Auctions For Income	Boxflex	PPDX	BodyMakeover	Fluidly Bar	Strapzy Secrets	MagicBullet	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	0.55	0.00	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
Total Index	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
Total Stations	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

SHOW TITLE	• Nutrisystem Advanced
PRODUCT NAME	• Nutrisystem Advanced
GRID TITLE	• Nutrisystem Advanced
SHOW HOST	• Sarah
SHOW HOST 2	•
COST	• See product description
CATEGORY	• Health & Fitness
MARKETING COMPANY	• NutriSystem, Inc.
PRODUCTION COMPANY	• Big Shot Pictures
MAILING ADDRESS	• None given.
PHONE NUMBER	• 877-455-LITE
WEB ADDRESS	• www.nutrisystem.com/4you
CHANNEL	• YES Network
DATE AIRED	• January 2, 2008
UPSELL	• 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

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

SHOW TITLE	• Famous Discoveries: The Search Is Over
PRODUCT NAME	• Shock It Clean
GRID TITLE	• Shock It Clean
SHOW HOST	• Margeaux St. Ledger
SHOW HOST 2	• Professor Amos
COST	• \$29.95 plus \$8.95 S&H
CATEGORY	• Household
MARKETING COMPANY	• Reliant International Media LLC
PRODUCTION COMPANY	• N/A
MAILING ADDRESS	• None given.
PHONE NUMBER	• 800-698-2905
WEB ADDRESS	• N/A
CHANNEL	• Game Show Network
DATE AIRED	• January 4, 2008
UPSELL	• 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

 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.
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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



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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		