Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS									
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor			
1	3	Wen	Alyssa Milano	Haircare system	\$29.95	Guthy-Renker Corp.			
2	4	Genie Bra	Jane DeNoble	Seamless bra	\$59.99	Tristar Products			
3	1	Zumba	Beto Perez	Exercise DVDs	\$59.85	Zumba Fitness LLC			
4	NR	Steam Pocket Mop	Mark Rosenzweig	Steam mop	\$119.85	Euro-Pro			
5	NR	no! no!	Kassie DePaiva	Hair-removal device	\$179.85	Radiancy			
6	NR	Food Lover's Fat Loss	Robert Ferguson	Weight-loss system	\$119.99	Provida			
7	5	Insanity	Shaun T.	Fitness program	\$119.85	Beachbody			
8	NR	The FIRM Express	Shandi Finnessy	Exercise DVDs	\$119.80	GAIAM Americas			
9	9	Meaningful Beauty	Cindy Crawford	Skincare system	\$29.95	Guthy-Renker Corp.			
10	6	Nopalea	Kym Douglas	Wellness drink	Lead-generating	Trivita			

TOP 10 SPOTS									
Rank	Last Month	Program	Product	Price	Producer/Distributor				
1	NR	Eggies	Hard-boiled egg maker	\$10	Allstar Marketing				
2	5	Pajama Jeans	Comfortable jeans	\$39.95	Hampton Direct				
3	3	Aluma Wallet	Aluminum organizer wallet	\$10	TELEBrands				
4	2	Furniture Fix	Furniture support panel	\$14.99	Hampton Direct				
5	7	Dream Look	Eye-lifting strips	\$19.99	Salon Shoppe/SAS Group				
6	6	Bare Minerals	Makeup	\$59.98	Bare Escentuals				
7	4	HD Vision	Bifocal reading sunglasses	\$19.99	IdeaVillage Products Corp.				
8	NR	Fast Brite	Auto headlamp cleaner	\$10	Plymouth Direct				
9	NR	Cami Secret	Faux camisole	\$10	Ontel Products Corp.				
10	NR	Pro-Form Ab Glider	Exerciser	\$14.95 (trial)	Icon Health & Fitness				

Source: The Direct Response Monitoring Report "Greensheet" published by Jordan Whitney Inc. in Tustin, Calif. These are the top 10 infomercials and direct response spots based on confidential media budgets and Jordan Whitney's monitoring of national cable and broadcast markets for the **week ending July 1, 2011**.

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For information about the "Green Sheet" Direct Response Monitoring Report and Jordan Whitney's consulting and tape library services, contact John Kogler at Jordan Whitney Inc. Phone: (714) 832-3353; Fax: (714) 832-4422; E-mail: greensheet@cox.net; Web site: www.jwgreensheet.com.

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