Research Jordan Whitney's Program Rankings

Top 10 Infomercials

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Little Giant Ladder	Dean Johnson	Multi-use ladder	$359.96	Wing Enterprises Inc.
2	5	Showtime Rotisserie	Ron Popeil	Electric rotisserie	$159.80	Ronco
3	6	Ionic Breeze	Carolyn Hennessy	Air purifier	$349.95	The Sharper Image
4	7	Showtime Knives	Ron Popeil/Steve Bryant	Knife set	$39.99	Ronco
5	4	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
6	2	Carleton Sheets	Bella Shaw	Real estate course	$9.95 (trial)	Professional Ed. Institute
7	NR	Esteban's American Legacy	Shannon Smith	Guitar plus course	$198	HSN
8	9	Bowflex	Tom Purvis	Home gym	$9 per month	Nautilus Group
9	NR	Classic Soul Ballads	Peabo Bryson	Music package	$59.85	Time-Life Music
10	3	Natural Cures	Kevin Trudeau	Book	$29.95	Closer Look

Top 10 Spots

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	7	Ab Lounge	Exerciser	$14.95 (trial)	Fitness Quest
2	8	CortiSlim	Weight-loss supplements	Lead-generating	Window Rock Enterprises
3	1	Bowflex	Home gym	Lead-generating	Nautilus Group
4	NR	Video Professor	Software learning system	$6.95 (s/h trial only)	VPI
5	NR	One Sweep	Mop/squeegee package	$14.99 (+s/h)	TELEBrands
6	NR	Tempur-Pedic	Foam mattress	Lead-generating	Tempur-Pedic
7	5	Propolene	Weight-loss supplements	$29.95	Propolene
8	NR	Cold Heat Soldering Iron	Cool-touch soldering iron	$19.95	Merchandise Direct
9	NR	First Alert Instant	Home alarm	$14.99	TELEBrands
10	9	Relacore	Weight-loss supplements	Lead-generating	CRC

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 December 4, 2004**.

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For information about the Direct Response Monitoring Report "Greensheet" and Jordan Whitney's consulting services, contact John Kogler at Jordan Whitney Inc., voice: (714) 832-3353; fax: (714) 832-4422; E-mail: greensheet@home.com; Web site: www.jwgreensheet.com.