

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	NR	Billy Bootcamp	Billy Blanks	Exercise tapes/accessories	\$39.95	GT Direct
3	NR	Tempur-Pedic	Dave Nemeth	Memory foam mattress	Lead-generating	Tempur-Pedic Inc.
4	4	Carleton Sheets	Bella Shaw	Real estate course	\$9.95 (trial)	Professional Ed. Institute
5	6	Natural Cures	Kevin Trudeau	Book	\$29.95	Closer Look
6	3	Classic Soul Ballads	Peabo Bryson	Music package	\$59.85	Time-Life Music
7	NR	Ab Scissor	Jake Steinfeld	Exercise equipment	\$9.95 (trial)	Body by Jake
8	2	Magic Bullet	Mick Hastie	Personal blender	\$99.99	Homeland Housewares
9	NR	Oreck XL	David Oreck	Vacuum	\$36/month	Oreck Direct
10	8	Total Gym	Christie Brinkley/Chuck Norris	Home gym	\$49.95 (trial)	American Telecast

Top 10 Spots

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Ab Lounge	Exerciser	\$14.95 (trial)	Fitness Quest
2	NR	Tempur-Pedic	Memory foam mattress	Lead-generating	Tempur-Pedic Inc.
3	4	Zoom	Personal mobility vehicle	Lead-generating	Invacare
4	NR	One Sweep	Squeegee/mops	\$14.99	TELEBrands
5	3	Smart Spin	Storage container/organizer	\$19.99	Merchant Media
6	8	Relacore	Weight-loss supplements	Lead-generating	CRC
7	6	Bowflex	Home gym	Lead-generating	Nautilus Group
8	NR	Estrin-D	Weight-loss supplements	Lead-generating	Covaxil Labs
9	9	Enzyte	Male sexual enhancer	Lead-generating	Enzyte
10	NR	Leptoprin	Weight-loss supplements	\$153	PKPF/AG Waterhouse

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 February 5, 2005**.

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