Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Natural Cures	Kevin Trudeau	Book	$29.95	Shop America LLC
2	2	Little Giant Ladder	Richard Karn/Robin Hartl	Multi-use ladder	$359.96	Wing Enterprises Inc.
3	4	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.
4	6	Magic Bullet	Mick Hastie	Personal blender	$99.99	Homeland Housewares
5	8	6-Week Body Makeover	Michael Thurmond	Weight-loss system	$119.94	Provida Life Sciences
6	NR	1,001 Garden Secrets	Dr. Myles Bader	Book	$29.95	Home and Garden Secrets
7	3	Carleton Sheets	Carleton Sheets	Real estate course	$9.95 (trial)	American Marketing
8	10	Proactiv Solution	Vanessa Williams	Acne treatment	$39.95	Guthy-Renker Corp.
9	NR	bareMinerals	Krista Tesreau	Makeup	$59.98	Bare Escentuals
10	NR	Singer Lazer Storm	Debbie James	Vacuum	$59.75	Singer

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Leptopril	Weight-loss supplement	$53	Generix Laboratories
2	NR	Enzyte	Male enhancement	Lead-generating	Lifekey Healthcare
3	3	Bowflex	Home gym	Lead-generating	The Nautilus Group
4	4	Everlife Flashlight	Non-battery flashlight	$19.95	ARM
5	NR	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Nourish
6	NR	Ionic Breeze	Air purifier	$349.95	The Sharper Image
7	NR	Urine Gone	Pet odor/stain remover	$19.99	HCTV
8	1	Ab Lounge	Exerciser	$14.95 (trial)	Fitness Quest
9	10	Propolene	Weight-loss supplements	$29.95	Obesity Research Institute
10	7	Tempur-Pedic	Memory foam mattress	Lead-generating	Tempur-Pedic Inc.

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 September 10, 2005.

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