## **Research Jordan Whitney's Program Rankings**

TOP 10 INFOMERCIALS									
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor			
1	4	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.			
2	3	Magic Bullet	Mick Hastie	Personal blender	\$99.99	Homeland Housewares			
3	1	Natural Cures	Kevin Trudeau	Book	\$29.95	Shop America LLC			
4	NR	Swivel Sweeper	Anthony Sullivan	Floor cleaner	\$39.98	Ontel Products			
5	5	6-Week Body Makeover	Michael Thurmond	Weight-loss system	\$119.94	Provida Life Sciences			
6	2	Little Giant Ladder	Richard Karn/Robin Hartl	Multi-use ladder	\$359.96	Wing Enterprises Inc.			
7	6	bareMinerals	Krista Tesreau	Makeup	\$59.98	MD Beauty			
8	8	Oreck XL	David Oreck	Vacuum	\$36 per month	Oreck Direct			
9	NR	Jeff Paul System	Jeff Paul	Business opportunity	\$29.95	Jeff Paul LLC			
10	NR	Soul '70s	Isaac Hayes	Music package	\$119.96	Universal Music			

TOP 10 SPOTS								
Rank	Last Month	Program	Product	Price	Producer/Distributor			
1	NR	Everlife Flashlight	Batteryless flashlight	\$19.95	ARM			
2	3	Leptopril	Weight-loss supplement	\$53	Generix Laboratories			
3	9	Bowflex	Home gym	Lead-generating	The Nautilus Group			
4	NR	Just A Trim	Personal hair trimmer	\$14.99	ldeavillage			
5	2	Jenny Craig	Weight-loss program	Lead-generating	Jenny Craig			
6	1	Urine Gone	Pet odor/stain remover	\$19.99	HCTV			
7	4	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Nourish			
8	NR	Tempur-Pedic	Foam mattress	Lead-generating	Tempur-Pedic Inc.			
9	10	Ionic Breeze	Air purifier	\$349.95	The Sharper Image			
10	NR	Bell & Howell ZX4 Shaver	Electric shaver	\$29.95	Emson			

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 November 5, 2005.

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