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

TOP 10 INFOMERCIALS								
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor		
1	10	Natural Cures	Kevin Trudeau	Book	\$29.95	Shop America LLC		
2	3	Magic Bullet	Mick Hastie	Personal blender	\$99.99	Homeland Housewares		
3	NR	Dual Drill	Joe Fowler	Drill	\$119.85	Reliant Intl.		
4	5	Tempur-Pedic	Dave Nemeth	Foam mattress	Lead-generating	Tempur-Pedic Inc.		
5	NR	Showtime Rotisserie	Ron Popeil	Electric rotisserie	\$119.85	Ronco		
6	NR	Vonage	"Laurie and Mike"	VoIP phone service	\$24.99/month	Vonage		
7	NR	Ab Lounge	Darla Haun	Exerciser	\$14.95 (trial)	Fitness Quest		
8	2	Little Giant Ladder	Richard Karn/Robin Hartl	Multi-use ladder	\$359.96	Wing Enterprises Inc.		
9	NR	Free & Clear	John Beck	Real estate system	\$39.95	HCG Inc.		
10	NR	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	6	Nutrisystem	Delivered weight-loss meals	Lead-generating	Nutrisystem Nourish				
2	NR	Faraday Flashlight	Batteryless flashlight	\$19.99	ARM				
3	NR	Floam	Children's modeling compound	\$19.95	SAS Group				
4	NR	Total Gym	Home gym	Lead-generating	American Telecast				
5	3	Bowflex	Home gym	Lead-generating	The Nautilus Group				
6	7	Ab Lounge	Exerciser	\$14.95 (trial)	Fitness Quest				
7	1	Leptopril	Weight-loss supplement	\$53	Generix Laboratories				
8	5	Just-A-Trim	Personal hair trimmer	\$14.99	ldeavillage				
9	NR	TriMune	Nutritional supplement	Lead-generating	Nature's Resource				
10	NR	Relacore	Weight-loss supplement	Lead-generating	Carter Reed Co.				

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 Jan. 4, 2006.** 

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