

# Research Jordan Whitney's Program Rankings

## TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	6	Nu-Wave Oven	Joe Fowler	Countertop oven	\$119.97	Hearthware Home
2	2	My Pillow	Tonja Waring	Pillow	Lead-generating	LifeBrands Inc.
3	1	Ninja	Mark Rosenzweig	Blender	\$112.50	Euro-Pro
4	9	Steam Pocket Knife	Mark Rosenzweig	Steam mop	\$119.85	Euro-Pro
5	NR	Brazil Butt Lift	Leandro Carvalho	Exercise DVDs	\$59.85	Beachbody
6	5	New Magic Jack Plus	Mel Arthur	Internet phone service	\$69.95	Magic Jack
7	NR	Total Gym	Christie Brinkley/Chuck Norris	Exercise device	Lead-generating	Total Gym Fitness
8	8	Wen	Alyssa Milano	Haircare system	\$29.95	Guthy-Renker Corp.
9	NR	Zumba	Beto Perez	Exercise program	\$89.95	Zumba Fitness
10	4	Lifestyle Lift	Jackie Bales	Facelift procedure	Lead-generating	Lifestyle Lift

## TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	2	no! no!	Hair removal device	Lead-generating	Radiancy
2	1	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
3	NR	Orgreenic	Ceramic nonstick cookware	\$19.95	TELEBrands
4	NR	Wuggle Pets	Plush toy-making kit	\$19.99	IdeaVillage Products Corp.
5	7	Pillow Pets	Stuffed animal pillow	\$19.95	Ontel Products Corp.
6	10	Trojan Vibrations	Personal massager	Lead-generating	Church & Dwight Co. Inc.
7	9	Pajama Jeans	Comfortable jeans	\$39.95	Hampton Direct
8	3	Flex Seal	Rubber spray sealant	\$19.99	Swift Response
9	NR	Salon Express	Designer manicure kit	\$10	Ontel Products Corp.
10	NR	Lint Lizard	Lint removal wand	\$10	TELEBrands

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 Dec. 30, 2011**.

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For information about the "Green Sheet" Direct Response Monitoring Report and Jordan Whitney's consulting and tape library services, contact John Kogler at Jordan Whitney Inc. Phone: (714) 832-3353; Fax: (714) 832-4422; E-mail: greensheet@cox.net; Web site: [www.jwgreensheet.com](http://www.jwgreensheet.com).