Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Wen	Alyssa Milano	Haircare system	$29.95	Guthy-Renker Corp.
2	NR	Sensa	Dayna Devon	Weight-loss program	$9.95 (trial)	Sensa Products LLC
3	NR	Wealth Without Risk	Sean Higgins	Make money w/tax liens	$19.95	Wealth Systems
4	4	Meaningful Beauty	Cindy Crawford	Skincare system	$29.95	Guthy-Renker Corp.
5	5	Steam Pocket Mop	Mark Rosenzweig	Steam mop	$119.85	Euro-Pro
6	9	Zumba	Tanya Beardsly	Exercise DVDs	$59.85	Zumba Fitness LLC
7	2	Genie Bra	Jane DeNoble	Seamless bra	$59.99	Tristar Products
8	10	Nu-Wave Oven	Joe Fowler	Countertop oven	$119.97	Hearthware Home
9	6	Six-Week Body Makeover	Michael Thurmond	Weight-loss system	$119.99	Provida Life Sciences
10	NR	Lifestyle Lift	Jackie Bales	Facelift procedure	Lead-generating	Lifestyle Lift

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	NR	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
2	NR	Flex Seal	Rubber spray sealant	$19.99	Swift Response
3	2	Furniture Fix	Furniture support panel	$14.99	Hampton Direct
4	NR	Trojan Vibrations	Personal massager	Lead-generating	Church & Dwight Co.
5	3	Fast Brite	Auto headlamp cleaner	$10	Plymouth Direct
6	NR	Wuggle Pets	Plush toy-making kit	$19.99	IdeaVillage Products Corp.
7	NR	Bare Minerals	Mineral makeup	$29.99	Bare Escentuals
8	NR	Cami Secret	Faux camisole accessory	$10	Ontel Products Corp.
9	8	Aluma Wallet	Aluminum organizer wallet	$10	TELEBrands
10	NR	Ahh Bra	Fabric bra	$39.98	Rhonda Shear

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 Sept. 2, 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.*