Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	2	Insanity	Shaun T.	Exercise DVDs	$119.85	Beachbody
2	1	Brazil Butt Lift	Leandro Carvalho	Exercise DVDs	$59.85	Beachbody
3	9	P90X	Tony Horton	Exercise DVDs	$119.85	Beachbody
4	NR	Wen	Alyssa Milano	Haircare products	$29.95	Guthy-Renker Corp.
5	6	Body Revolution	Jillian Michaels	Exercise program	$119.80	GAIAM Inc.
6	4	Zumba	Beto Perez	Exercise program	$89.95	Zumba Fitness LLC
7	NR	Who Knew?	Mindy McCortney	Household tips book	$39.99	TELEBrands
8	NR	Meaningful Beauty	Cindy Crawford	Skincare system	$39.95	Guthy-Renker Corp.
9	10	Orgreenic	Ceramic non-stick pan	Non-stick cookware	$19.95	TELEBrands
10	3	Total Gym	Christie Brinkley/Chuck Norris	Home gym	Lead-generating	Total Gym Fitness LLC

TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	3	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
2	6	Orgreenic	Ceramic non-stick pan	$19.95	TELEBrands
3	NR	ProForm Ab Glider	Exerciser	$14.95 (trial)	ICON Health & Fitness
4	2	Schticky	Lint roller set	$19.95	Square One/Emson Corp.
5	1	Sticky Buddy	Lint roller set	$10	TELEBrands
6	5	no! no!	Hair removal device	Lead-generating	Radiancy
7	NR	Space Bags	Vacuum storage bags	$19.95	ITW Space Bag
8	7	Micro Plus	Sound-amplifying earpiece	$19.95	Bell & Howell/Emson Corp.
9	9	Furniture Fix	Supports for sagging furniture	$14.99	Hampton Direct
10	NR	Gray Away	Hair-coloring spray	$19.99	QB Labs

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 March 30, 2012.**

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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.*