

## Research Jordan Whitney's Program Rankings

### TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	1	Insanity	Shaun T.	Exercise DVDs	\$119.85	Beachbody
2	8	Meaningful Beauty	Cindy Crawford	Skincare system	\$39.85	Guthy-Renker Corp.
3	NR	Luminess Air	Heather Boswell	Airbrush makeup	\$29.99 (trial)	Luminess Direct
4	NR	Body Revolution	Jillian Michaels	Fitness DVDs	\$119.80	GAIAM
5	NR	Tapout XT	Mike Karpenko	Fitness DVDs	\$119.85	TFit
6	3	My Pillow	Tonja Waring	Pillow	Lead-generating	LifeBrands Inc.
7	5	Total Gym	Christie Brinkley/Chuck Norris	Home gym	\$14.95 (trial)	Total Gym Fitness LLC
8	NR	NuWave Induction Cooktop	Bob Warden	Electric cooktop	\$119.85	Hearthware Inc.
9	4	Lift-Around	Amy Rosen	Handheld vacuum	\$159.80	Euro-Pro
10	6	Wen	Alyssa Milano	Haircare products	\$29.95	Guthy-Renker Corp.

### TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	5	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
2	1	no! no!	Hair-removal device	Lead-generating	Radiancy
3	NR	Flex Seal	Rubber spray sealant	\$19.99	Swift Response
4	3	Stretch Genie	Shoe stretching kit	\$12.99	Hampton Direct
5	7	Gray Away	Hair-coloring spray	\$19.99	QB Labs
6	NR	Perfect Tortilla	Tortilla pan	\$10	ASPG
7	NR	InstaBulb	Battery-operated light bulb	\$10.99	TELEBrands
8	4	Dream Lites	Plush toy with night light	\$29.95	Ontel Products
9	NR	Bright Light Pillow	Pillow w/built-in lights	\$19.99	IdeaVillage Products
10	NR	Stompeez	Animal slippers	\$19.95	Infomercials Inc.

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 June 29, 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](http://www.jwgreensheet.com).