JORDAN WHITNEY'S PROGRAM RANKINGS

TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	NR	21-Day Fix	Montel Williams	Fitness DVDs	$58.85	Beachbody
2	1	Focus T25	Shaun T.	Fitness DVDs	$119.85	Beachbody
3	2	Shark Steam & Spray	Mark Rosen	Mop	$149.75	Euro-Pro LLC
4	7	Total Gym	Brinkley & Norris	Home gym	$14.95 (trial)	Total Gym Fitness
5	NR	Proactiv Solution	Melissa Claire Egan	Acne treatment	$19.95	Guthy-Renker LLC
6	6	Wen	Alyssa Milano	Hair care system	$29.95	Guthy-Renker LLC
7	8	Ninja	Mark Rosen	Blender	$179.80	Euro-Pro LLC
8	NR	Life Lock	Montel Williams	Identity protection	Lead-generating	Life Lock
9	NR	Shark Lift Away	Mark Rosen	Vacuum	$199.80	Euro-Pro LLC
10	NR	Power Pressure Cooker	Denise Repko	Pressure cooker	$99.99	Tristar Products

TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	NR	EnduraCool Multi-Cool	Cooling sleeve	$19.98	Mission Product Holdings
2	1	no! no!	Hair-removal device	Lead-generating	Radiancy
3	NR	EnduraCool Towel	Cooling towel	$14.98	Mission Product Holdings
4	10	NuWave Cooktop	Cooktop	Lead-generating	NuWave LLC/TELEBrands
5	5	Pocket Hose Ultra	Expandable hose	$12.99	TELEBrands
6	NR	Snackeez	Snack/drink cup	$9.99	Ideavillage Products
7	NR	Pet Command	Sonic dog collar	$10	Emson Corp.
8	4	Flex Shot	Sealant	$19.99	Swift Response
9	6	Copper Flex	Compression sleeve	$19.99	Ideavillage Products
10	NR	X Hose Pro	Flexible hose	$29.95	National Express

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 July 4, 2014.**

Copyright 2014. All rights reserved. Publisher is not responsible for errors or omissions in this chart.

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.*