

## JORDAN WHITNEY'S PROGRAM RANKINGS

### TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	NR	Humana	Sam Davis	Medicare plans	Lead-generating	Humana
2	7	Shark Rotator Lift-Away	Mark Rosen	Upright vacuum	\$199.80	Euro-Pro LLC
3	NR	Nutri Ninja	Mark Rosen	Blender/extractor	\$199.80	Euro-Pro LLC
4	6	Total Gym	Brinkley & Norris	Home gym	\$14.95 (trial)	Total Gym Fitness
5	2	Wen	Alyssa Milano	Hair care system	\$29.95	Guthy-Renker LLC
6	3	Body Beast	N/A	Fitness DVDs	\$89.85	Beachbody
7	NR	Power Pressure Cooker	Denise Repko	Pressure cooker	\$99.99	Tristar Products
8	8	Shark Rocket	Mark Rosen	Vacuum	\$159.96	Euro-Pro LLC
9	5	Shark Steam and Spray	Mark Rosen	Mop	\$119.80	Euro-Pro LLC
10	NR	NutriBullet	David Wolfe	Blender	\$119.94	NutriBullet LLC

### TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	1	Proactiv Solution	Acne treatment	\$29.95	Guthy-Renker LLC
2	2	Be Active	Acupressure brace	\$19.99	Top Dog Direct
3	NR	Bolt-On Starter Kit	Power tools	\$79.99	Sears
4	4	My Fun Fish Tank	Self-cleaning fish tank	\$14.99	Product Trend/Lenfest Media
5	NR	Micro Touch Grooming	Grooming toolkit	Lead-generating	Ideavillage Products
6	NR	3-Way Poncho	Women's top	\$19.95	Hampton Direct
7	NR	X-Out	One-step acne treatment	Lead-generating	Guthy-Renker LLC
8	NR	Purrfect Arch	Grooming platform for cats	\$14.95	Allstar Products Group
9	3	no! no!	Hair-removal device	Lead-generating	Radiancy
10	5	Copper Fit	Compression wear	\$19.99	Ideavillage Products

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 October 24, 2014**.

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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).