

JORDAN WHITNEY'S PROGRAM RANKINGS

TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	1	Humana Medicare Plans	Sam Davis	Medicare plans	Lead-generating	Humana
2	2	Focus T25	Shaun T.	Fitness DVDs	\$119.85	Beachbody
3	7	NuWave Induction Cooktop	Bob Warden	Electric cooktop	\$119.85	Hearthware Inc.
4	NR	Butterball Turkey Fryer	Tony Frassrand	Turkey fryer	\$159.80	Masterbuilt
5	3	Navigator Lift-Away	Mark Rosen	Vacuum	\$199.96	Euro-Pro LLC
6	NR	Shark Rocket	Patti Reilly	Vacuum	\$159.80	Euro-Pro LLC
7	NR	Cold Plasma Sub-D	Wendy Braun	Skincare	\$69.90	Guthy-Renker Corp.
8	6	Shark Sonic Duo	Mark Rosen	Floor/rug cleaner	\$199.80	Euro-Pro LLC
9	NR	Nutribullet	David Wolfe	Personal blender	\$119.94	Nutribullet
10	9	Tommie Copper	Montel Williams	Compression wear	From \$24.95	Tommie Copper

TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	NR	Kobalt Triple Cut	Cutting tool	\$19.98	Lowe's
2	1	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
3	NR	NuWave Induction Cooktop	Cooktop	\$99.99	Hearthware Inc.
4	6	no! no!	Hair-removal device	Lead-generating	Radiancy
5	7	Stone Wave Cooker	Microwave cooking pan	\$10	TELEBrands Corp.
6	NR	KitchenAid	Electric stand mixer	\$135.94	KitchenAid
7	NR	Wipe New	Car polishing/detailing kit	\$10	Avento
8	NR	Slim & Tone Leggings	Compression leggings	\$59.97	Tristar Products
9	NR	Potato Express	Microwave cooking sack	\$10	Ontel Products
10	5	Flashlight Friends	Plush toy w/flashlight	Lead-generating	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 November 29, 2013**.

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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.