JORDAN WHITNEY'S PROGRAM RANKINGS

TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	1	Focus T25	Shaun T.	Fitness DVDs	$119.85	Beachbody
2	NR	Shark Steam & Spray	Mark Rosen	Mop	$149.75	Euro-Pro LLC
3	7	Shark Rocket	Mark Rosen	Vacuum	$159.80	Euro-Pro LLC
4	4	Derm Exclusive	Deborah Norville	Skincare system	$39.95	Beachbody
5	2	Shark Sonic Duo	Mark Rosen	Carpet/floor cleaner	$199.80	Euro-Pro LLC
6	NR	Wen	Alyssa Milano	Hair care system	$29.95	Guthy-Renker LLC
7	9	Total Gym	Brinkley & Norris	Home gym	$14.95 (trial)	Total Gym Fitness
8	8	Ninja	Mark Rosen	Blender	$179.80	Euro-Pro LLC
9	NR	Cancer Treatment Centers	N/A	Cancer centers	Lead-generating	CTCA
10	10	Luminess Air	Heather Boswell	Airbrush makeup	$19.95 (trial)	Luminess Direct

TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	1	no! no!	Hair-removal device	Lead-generating	Radiancy
2	4	X-Out	One-step acne treatment	$19.95	Guthy-Renker LLC
3	2	Meaningful Beauty	Skincare system	$39.95	Guthy-Renker LLC
4	7	Flex Shot	Sealant	$19.99	Swift Response
5	3	Pocket Hose Ultra	Expandable hose	$12.99	TELEBrands
6	10	Copper Flex	Compression sleeve	$19.99	Ideavillage Products
7	5	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker LLC
8	NR	My Spy Birdhouse	Birdhouse w/two-way mirror	$14.99	Hampton Direct/Lenfest Media
9	NR	Wipe New Tire	Tire detailing kit	$14.99	Avento Corp.
10	NR	NuWave Cooktop	Cooktop	Lead-generating	NuWave LLC/TELEBrands

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 May 23, 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.*