Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	2	Insanity	Shaun T.	Fitness program	$119.85	Beachbody
2	NR	Six Week Body Makeover	Michael Thurmond	Weight-loss program	$119.99	Provida Life Sciences
3	NR	Genie Bra	Jane DeNoble	Seamless bra	$59.99	Tristar Products
4	4	no! no!	Kassie DePaiva	Hair-removal device	$269.85	Radiancy
5	NR	Navigator	Amy Motta	Vacuum	$119.80	Euro-Pro
6	5	Sensa	Dayna Devon	Weight-loss powder	$9.95 trial	Sensa
7	9	Meaningful Beauty	Cindy Crawford	Skincare system	$29.95	Guthy-Renker Corp.
8	8	Total Gym	Chuck Norris/Christie Brinkley	Home gym	$49.95 trial	Total Gym Fitness LLC
9	1	P90X	Tony Horton	Fitness program	$119.85	Beachbody
10	NR	Ahh Bra	Judy Crowell	Fabric bra	$59.99	Rhonda Shear

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
2	4	Easy Feet	Massage sandals	$14.99	Zoom TV Products
3	2	Vibrating Tri-Phoria	Fingertip massager	$39.99	Church & Dwight Co. Inc.
4	5	Bare Minerals	Makeup	$59.98	Bare Escentuals
5	NR	Pajama Jeans	Comfortable jeans	$39.95	Hampton Direct
6	3	Nordic Track Treadmill	Treadmill	Lead-generating	Nordic Track
7	6	Furniture Fix	Furniture support panel	$14.99	Hampton Direct
8	NR	HD Vision	Bifocal reading sunglasses	$19.99	IdeaVillage Products Corp.
9	NR	Dream Look	Eye-lifting strips	$19.99	Salon Shoppe/SAS Group
10	NR	Animal Repeller	Alarm animal deterrent	$29.95	Emson Corp.

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 April 29, 2011.**

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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.*