## **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	5	Wen	Alyssa Milano	Haircare system	\$29.95	Guthy-Renker Corp.				
3	NR	Luminess Air	Heather Boswell	Airbrush makeup	Lead-generating	Luminess Direct				
4	NR	Hurricane Spin Mop	Mindy McCortney	Mop w/drying bucket	\$39.98	TELEBrands Corp.				
5	6	Meaningful Beauty	Cindy Crawford	Skincare system	\$39.95	Guthy-Renker Corp.				
6	10	Total Gym	Brinkley & Norris	Home gym	Lead-generating	Total Gym Fitness				
7	NR	Nutribullet	David Wolfe	Personal blender	\$119.94	Nutribullet				
8	3	NuWave Induction Cooktop	Bob Warden	Electric cooktop	\$119.85	Hearthware Inc.				
9	NR	Perfecter Fusion Styler	Patti Reilly	Hair styler	\$89.97	Tristar Products				
10	NR	Androzene	Michael Alden	Male enhancement	Lead-generating	Androzene				

TOP 10 SPOTS									
RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR				
1	NR	X-Out	One-step acne treatment	\$19.95	Guthy-Renker Corp.				
2	1	no! no!	Hair-removal device	Lead-generating	Radiancy				
3	NR	Meaningful Beauty	Skincare system	\$39.95	Guthy-Renker Corp.				
4	2	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.				
5	8	Flex Seal	Spray sealant	\$19.99	Swift Response				
6	6	Torch Lite	Portable LED light	\$10	Bell & Howell/Emson				
7	10	Stufz	Stuffed burger patty maker	\$9.99	Zoom TV/Ideavillage Products				
8	NR	Bullseye Pee Pad	Urine pad for dogs	\$10.99	TELEBrands Corp.				
9	NR	HD Night Vision	Night driving glasses	\$10	Ideavillage Products				
10	4	Wipe New	Car polishing/detailing kit	\$10	Avento				

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 January 31, 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.