Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

RANK	LAST MONTH	PROGRAM	HOST	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	1	Insanity	Shaun T.	Exercise DVDs	$119.85	Beachbody
2	2	NuWave Induction Cooktop	Bob Warden	Electric cooktop	$119.85	Hearthware Inc.
3	NR	NuWave Oven	Joe Fowler	Countertop oven	$99.99	Hearthware Inc.
4	6	Meaningful Beauty	Cindy Crawford	Skincare system	$39.85	Guthy-Renker Corp.
5	3	NutriBullet	David Wolfe	Personal blender	$119.94	NutriBullet LLC
6	NR	Navigator Lift Away	Mark Rosen	Vacuum	$199.80	Euro-Pro LLC
7	NR	Zumba	Beto Perez	Fitness DVDs	$59.95	Zumba Fitness LLC
8	7	Tapout XT	Mike Karpenko	Fitness DVDs	$119.85	TFit
9	NR	Ninja	Erica Shaffer	Blender	$199.80	Euro-Pro LLC
10	8	Wen	Alyssa Milano	Haircare products	$29.95	Guthy-Renker Corp.

TOP 10 SPOTS

RANK	LAST MONTH	PROGRAM	PRODUCT	PRICE	PRODUCER/DISTRIBUTOR
1	2	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
2	1	no! no!	Hair-removal device	Lead-generating	Radiancy
3	5	Flex Seal	Rubber spray sealant	$19.99	Swift Response
4	6	Space Bag	Vacuum storage packs	$19.95	Space Bag
5	3	Olde Brooklyn Lantern	Vintage LED lantern	$12.99	TELEBrands
6	NR	Tummy Tuck Belt	Slimming belt	$39.98	Savvier
7	4	iScope	Telescoping magnetic flashlight	$14.95	Bell & Howell/EMSON
8	9	Wipe New	Auto detailing/polishing kit	$19.99	Avento
9	NR	Gray Away	Hair root concealer	$19.99	QB Labs
10	NR	InstaBulb	Battery-operated light bulb	$10.99	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 September 28, 2012.**

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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.*