Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS									
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor			
1	1	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	\$119.97	Hearthware Home			
2	2	Navigator	Mark Rosen	Vacuum	\$199.80	Euro-Pro			
3	9	P90X	Tony Horton	Fitness program	\$119.85	Beachbody			
4	8	Advertising From Home	Anthony Morrison	Home business system	\$19.95	Visionary Strategies			
5	NR	Ab Coaster	David Sinclair	Ab exerciser	\$14.95	Tristar Products			
6	NR	no! no!	Kassie DePavia	Hair-removal device	\$179.85	Radiancy			
7	3	Zumba	"Beto" Perez	Fitness program	\$59.85	Zumba Fitness			
8	4	EdenPURE	Richard Karn	Space heater	\$39 (trial)	Bio Tech Research			
9	6	Shark 2-in-1 Vac	Elizabeth Watts	Combo vacuum	\$196.80	Euro-Pro			
10	NR	Total Gym	Chuck Norris/Christie Brinkley	Home gym	\$49.95 (trial)	Total Gym Fitness			

TOP 10 SPOTS									
Rank	Last Month	Program	Product	Price	Producer/Distributor				
1	1	Vibrating Tri-Phoria	Fingertip massager	\$39.99	Church & Dwight Co. Inc.				
2	2	Chef Basket	Kitchen tool	\$10	TELEBrands				
3	4	Cami Secret	Faux camisole	\$10	Ontel Products				
4	8	Pajama Jeans	Comfortable jeans	\$39.95	Hampton Direct				
5	6	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.				
6	5	Fushigi Ball	Magic gravity ball	\$19.95	IdeaVillage Products Corp.				
7	7	Easy Feet	Massage sandals	\$14.99	Zoom Products				
8	3	Total Pillow	Adjustable pillow	\$19.99	Hampton Direct				
9	9	bareMinerals	Mineral makeup	\$29.99	Bare Escentuals				
10	10	Micro Touch Max	Wet/dry razor	\$10	IdeaVillage Products 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 Jan. 7, 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.