

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	NR	Max Clarity	Brandi Milloy	Acne treatment	\$19.95	Stiefel Labs/GSK
2	NR	Insanity	Shaun T.	Exercise program	\$119.85	Beachbody
3	3	P90X	Tony Horton	Fitness program	\$119.85	Beachbody
4	7	Zumba	"Beto" Perez	Fitness program	\$59.85	Zumba Fitness
5	2	Navigator	Mark Rosenzweig	Vacuum	\$199.80	Euro-Pro
6	NR	Wen Hair Care	Alyssa Milano	Hair-care products	\$29.95	Guthy-Renker Corp.
7	1	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	\$119.97	Hearthware Home
8	10	Total Gym	Chuck Norris/Christie Brinkley	Home gym	\$49.95 (trial)	Total Gym Fitness LLC
9	NR	Power Juicer	Jack LaLanne	Juicer	\$89.97	Tristar Products
10	NR	Sensa	Michelle Fernandez	Weight-loss business opportunity	Lead-generating	Sensa

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	5	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
2	7	Easy Feet	Massage sandals	\$14.99	Zoom Products
3	4	Pajama Jeans	Comfortable jeans	\$39.95	Hampton Direct
4	NR	Ab Circle Pro	Exerciser	\$14.95 (trial)	Fitness Brands/DEMG
5	1	Vibrating Tri-Phoria	Fingertip massager	\$39.99	Church & Dwight Co. Inc.
6	NR	Robo Stir	Battery-operated stirring device	\$10	TELEBrands
7	3	Cami Secret	Faux camisole	\$10	Ontel Products
8	8	Total Pillow	Adjustable pillow	\$19.99	Hampton Direct
9	NR	One Second Needle	Self-threading needle	\$10	TELEBrands
10	9	bareMinerals	Mineral makeup	\$29.99	Bare Escentuals

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. 28, 2011**.

Copyright 2011. All rights reserved. Publisher is not responsible for errors or omissions in this chart.

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.

We give you the whole package

Innovative Fulfillment Solutions for both B2C and B2B clients

- Both real-time and batch order processing
- Customized services
- Competitive pricing

- Product fulfillment
- Literature fulfillment
- Kit assembly
- Customized reporting
- Inventory Management

Get a free quote online
www.fulfillmentworks.com

or call **888-717-7511**



Fulfillment Works LLC