

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	2	P90X	Tony Horton	Fitness program	\$120.85	Beachbody
2	4	Insanity	Shaun T.	Fitness program	\$120.85	Beachbody
3	NR	Ab Rocket	Adrienne Janic	Exerciser	\$14.95 (trial)	Emson
4	10	Ab Circle Pro	Jennifer Nicole Lee	Exerciser	\$14.95 (trial)	Direct Ent. Media Group
5	5	Total Gym	Christie Brinkley/Chuck Norris	Home gym	\$49.95 (trial)	Total Gym Fitness LLC
6	3	Nu-Wave Oven	Joe Fowler	Countertop oven	\$119.97	Hearthware Home
7	NR	Free Money	Misha Dibono	Book	\$29.95	QSN Direct
8	NR	Winning in Cash Flow	Gary Collins	Business opportunity	\$39.95	Dalbey Education
9	NR	Health Master 100	Jack LaLanne	Blender	\$149.97	Tristar Products
10	NR	Meaningful Beauty	Cindy Crawford	Skincare system	\$29.95	Guthy-Renker Corp.

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	4	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.
2	NR	Vibrating Touch	Personal massager	\$19.99	Church & Dwight Co. Inc.
3	2	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
4	10	Twin Draft Guard	Door draft protector	\$19.99	Hampton Direct
5	NR	Weight Watchers	Weight-loss centers	Lead-generating	Weight Watchers
6	NR	Jillian Weight Loss	Supplements	Lead-generating	ThinCare Intl.
7	8	Magicjack	USB phone service	\$3.33/month	Magicjack
8	6	HD Vision	Bifocal sunglasses	\$19.99	Ideavillage Products Corp.
9	3	Wonder Hanger	Clothes hanging system	\$19.95	Hampton Direct
10	NR	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig

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 29, 2010**.

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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.