

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	P90X	Tony Horton	Fitness program	\$120.85	Beachbody
2	2	Insanity	Shaun T.	Fitness program	\$120.85	Beachbody
3	5	Total Gym	Christie Brinkley/Chuck Norris	Home gym	\$49.95 (trial)	Total Gym Fitness LLC
4	NR	Six Week Body Makeover	Michael Thurmond	Weight-loss program	\$119.94	Provida Life Sciences
5	NR	Ninja Master Prep	Rich Hollenberg	Food processor	\$59.85	Euro-Pro
6	9	Health Master 100	Jack LaLanne	Blender	\$149.97	Tristar Products
7	NR	Brazil Butt Lift	Leandor Carvalho	Fitness program	\$59.85	Beachbody
8	NR	Shark Navigator	Mark Rosen	Vacuum	\$199.85	Euro-Pro
9	3	Ab Rocket	Adrienne Janic	Exerciser	\$14.95 (trial)	Emson
10	4	Ab Circle Pro	Jennifer Nicole Lee	Exerciser	\$14.95 (trial)	Direct Ent. Media Group

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	1	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.
2	5	Weight Watchers	Weight-loss centers	Lead-generating	Weight Watchers
3	6	Jillian Weight Loss	Supplements	Lead-generating	ThinCare Intl.
4	NR	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
5	7	Magicjack	USB phone service	\$3.33/month	Magicjack
6	9	Wonder Hanger	Clothes hanging system	\$19.95	Hampton Direct
7	10	Jenny Craig	Weight-loss centers	Lead-generating	Jenny Craig
8	NR	Treadclimber	Exerciser	Lead-generating	Bowflex Fitness
9	3	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
10	NR	Perfect Fit Button	Button replacement system	\$10	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 February 26, 2010.

Copyright 2010. 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.