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	4	Six Week Body Makeover	Michael Thurmond	Weight-loss program	$119.94	Provida Life Sciences
4	5	Ninja Master Prep	Rich Hollenberg	Food processor	$59.85	Euro-Pro
5	7	Brazil Butt Lift	Leandor Carvalho	Fitness program	$59.85	Beachbody
6	8	Shark Navigator	Mark Rosen	Vacuum	$199.85	Euro-Pro
7	6	Health Master 100	Jack LaLanne	Blender	$149.97	Tristar Products
8	3	Total Gym	Christie Brinkley/Chuck Norris	Home gym	$ 49.95 (trial)	Total Gym Fitness LLC
9	NR	Nu-Wave Oven	Joe Fowler	Countertop oven	$119.97	Hearthware Home
10	10	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	4	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
2	NR	HD Vision	Bifocal sunglasses	$19.99	IdeaVillage Products Corp.
3	10	Perfect Fit Button	Button replacement system	$10.00	TELEBrands
4	NR	EZ Cracker	Egg cracking device	$19.95	Emson
5	NR	Emery Cat	Nail groomer for cats	$19.95	Allstar Marketing LLC
6	NR	Turbo Snake	Plumbing tool	$10	Ontel Products
7	6	Wonder Hanger	Clothes hanging system	$19.95	Hampton Direct
8	8	Treadclimber	Exerciser	Lead-generating	Bowflex Fitness
9	5	Magicjack	USB phone service	$ 3.33/month	Magicjack
10	NR	Shoedini	Telescoping shoehorn	$14.99	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 March 26, 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.*