

## Research Jordan Whitney's Program Rankings

### TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	4	P90X	Tony Horton	Fitness program	\$120.85	Beachbody
2	7	Max Clarity	"Ben and Brandi"	Acne treatment	\$19.95	Stiefel Labs
3	5	Six Week Body Makeover	Michael Thurmond	Weight-loss program	\$119.94	Provida Life Sciences
4	3	Insanity	Shaun T.	Fitness program	\$120.85	Beachbody
5	NR	Winning in Cash Flow	Russ Dalbey	Business opportunity	\$39.95	America's Note Network
6	NR	Worx GT	Robin Hartl	Grass trimmer	\$99	Positec Power Tools
7	NR	Wen Hair Care	Melissa Gilbert	Hair care products	\$29.95	Guthy-Renker Corp.
8	10	Advertising Profits	Cathy Rankin	Book	\$19.95	Visionary Strategies
9	8	Ninja Master Prep	Rich Hollenberg	Food processor	\$59.85	Euro-Pro
10	1	Hip Hop Abs	Jennifer Slimko	Exercise DVDs	\$59.85	Beachbody

### TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
2	4	HD Vision	Bifocal sunglasses	\$19.99	IdeaVillage Products Corp.
3	7	Bark Off	Pet training device	\$10	TELEBrands
4	3	Pet Zoom Trainer	Pet training device	\$19.95	Emson Corp.
5	NR	Total Pillow	Adjustable pillow	\$19.99	Hampton Direct
6	NR	Pillow Pets	Stuffed animal pillow	\$19.95	Ontel
7	NR	Fushigi Ball	Magic gravity ball	\$19.95	IdeaVillage Products Corp.
8	NR	Bare Lifts	Adhesive breast lifts	\$10	TELEBrands
9	NR	bareMinerals	Mineral makeup	\$29.99	Bare Escentuals
10	NR	Shake Weight	Dumbbell	\$19.95	JH Direct

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 July 2, 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](http://www.jwgreensheet.com).