## 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	NR	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	\$119.97	Hearthware Home			
3	2	Max Clarity	"Ben and Brandi"	Acne treatment	\$19.95	Stiefel Labs			
4	3	Six Week Body Makeover	Michael Thurmond	Weight-loss program	\$119.94	Provida Life Sciences			
5	8	Advertising Profits	Cathy Rankin	Book	\$19.95	Visionary Strategies			
6	NR	Shark 2-in-1 Vac	Elizabeth Watts	Combo vacuum	\$199.80	Euro-Pro			
7	NR	Wealth Without Risk	Saen Higgens	Book	\$19.95	Wealth Systems			
8	4	Insanity	Shaun T.	Fitness program	\$120.85	Beachbody			
9	NR	Lifestyle Lift	Jackie Bales	Facelift procedure	Lead-generating	Lifestyle Lift			
10	NR	no! no!	Kassie DePaiva	Hair-removal device	\$179.85	Radiancy			

TOP 10 SPOTS									
Rank	Last Month	Program	Product	Price	Producer/Distributor				
1	9	bareMinerals	Mineral makeup	\$29.99	Bare Escentuals				
2	7	Fushigi Ball	Magic gravity ball	\$19.95	IdeaVillage Products Corp.				
3	6	Pillow Pets	Stuffed animal pillow	\$19.95	Ontel				
4	5	Total Pillow	Adjustable pillow	\$19.99	Hampton Direct				
5	1	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.				
6	NR	Solar Animal Repeller	Animal repellent system	\$19.95	Bell & Howell/Emson Corp.				
7	NR	Pasta Boat	Microwave pasta cooker	\$10	TELEBrands				
8	NR	UGlu	Adhesive strips	\$10	IdeaVillage Products Corp.				
9	NR	iRenew	Wellness bracelet	\$19.99	Harvest Direct				
10	NR	Booty Pop	Women's lifting undergarment	\$19.95	Fitness Quest				

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 30, 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.

**20 Response** SEPTEMBER 2010 www.responsemagazine.com