TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	P90X	Tony Horton	Fitness program	$120.85	Beachbody
2	4	Six Week Body Makeover	Michael Thurmond	Weight-loss program	$119.94	Provida Life Sciences
3	2	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	$119.97	Hearthware Home
4	3	Max Clarity	"Ben and Brandi"	Acne treatment	$19.95	Stiefel Labs
5	NR	Joan Rivers Bare Legs	Joan Rivers	Leg makeup	$29.99	Tristar Products
6	NR	Meaningful Beauty	Cindy Crawford	Skincare system	$29.95	Guthy-Renker Corp.
7	NR	Wen	Chaz Dean	Hair care system	$29.95	Guthy-Renker Corp.
8	6	Shark 2-in-1 Vac	Elizabeth Watts	Combo vacuum	$199.80	Euro-Pro
9	NR	Lifestyle Lift	Jackie Bales	Facelift procedure	Lead-generating	Lifestyle Lift
10	5	Advertising Profits	Cathy Rankin	Book	$19.95	Visionary Strategies

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	4	Total Pillow	Adjustable pillow	$19.99	Hampton Direct
2	2	Fushigi Ball	Magic gravity ball	$19.95	IdeaVillage Products Corp.
3	NR	Your Baby Can Read	Children's reading system	Lead-generating	Your Baby Can LLC
4	3	Pillow Pets	Stuffed animal pillow	$19.95	Ontel Products
5	5	Proactiv Solution	Acne treatment	$19.95	Guthy-Renker Corp.
6	7	Pasta Boat	Microwave pasta cooker	$10	TELEBrands
7	6	Solar Animal Repeller	Animal repellent system	$19.95	Bell & Howell/Emson Corp.
8	8	UGlu	Adhesive strips	$10	IdeaVillage Products Corp.
9	9	iRenew	Wellness bracelet	$19.99	Harvest Direct
10	10	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 Aug. 27, 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.*