TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	8	Shark 2-in-1 Vac	Elizabeth Watts	Combo vacuum	$199.80	Euro-Pro
2	4	Max Clarity	"Ben and Brandi"	Acne treatment	$19.95	Stiefel Labs
3	3	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	$119.97	Hearthware Home
4	NR	no!no!	Kassie DePavia	Hair removal device	$179.85	Radiancy
5	2	Six Week Body Makeover	Michael Thurmond	Weight-loss program	$119.94	Provida Life Sciences
6	10	Advertising Profits	Cathy Rankin	Book	$19.95	Visionary Strategies
7	NR	Zumba	"Beto" Perez	Fitness program	$59.85	Zumba Fitness
8	NR	Alteril	Chuck Woolery	Natural sleep aid	Lead-generating	Biotab Nutraceuticals
9	1	P90X	Tony Horton	Fitness program	$120.85	Beachbody
10	7	Wen	Chaz Dean	Hair care system	$29.95	Guthy-Renker Corp.

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	NR	Vibrating Tri-Phoria	Fingertip massager	$39.99	Church & Dwight Co. Inc.
2	1	Total Pillow	Adjustable pillow	$19.99	Hampton Direct
3	2	Fushigi Ball	Magic gravity ball	$19.95	IdeaVillage Products Corp.
4	10	Booty Pop	Women's lifting undergarment	$19.95	Fitness Quest
5	NR	Cami Secret	Faux camisole	$10	Ontel Products
6	NR	Wonder Hanger	Closet-organizing hangers	$9.99	Hampton Direct
7	NR	Emery Cat	Nail groomer for cats	$19.95	Allstar Marketing
8	NR	Treadclimber	Exercise machine	Lead-generating	Bowflex
9	NR	Depil Silk	Hair removal spray	$10	IdeaVillage Products Corp.
10	6	Pasta Boat	Microwave pasta cooker	$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 Oct. 1, 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.*