

## Research Jordan Whitney's Program Rankings

### TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	1	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	\$119.97	Hearthware Home
2	3	Navigator	Mark Rosen	Vacuum	\$199.80	Euro-Pro
3	9	Zumba	"Beto" Perez	Fitness program	\$59.85	Zumba Fitness
4	7	EdenPURE	Richard Karn	Space heater	\$39 (trial)	Bio Tech Research
5	NR	Humana	Sam Davis	Medicare advantage	Lead-generating	Humana
6	1	2-in-1 Vacuum	Elizabeth Watts	Vac/steam mop	\$196.80	Euro-Pro
7	NR	Lifestyle Lift	Wendy Rugledge	Facelift procedure	Lead-generating	Lifestyle Lift
8	NR	Advertising From Home	Anthony Morrison	Home business system	\$19.95	Visionary Strategies
9	NR	P90X	Tony Horton	Exercise DVDs	\$119.85	Beachbody
10	NR	Blade Runner	Dean Johnson	Table saw	\$149.85	Rockwell

### TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	6	Vibrating Tri-Phoria	Fingertip massager	\$39.99	Church & Dwight Co. Inc.
2	NR	Chef Basket	Kitchen tool	\$10	TELEBrands
3	2	Total Pillow	Adjustable pillow	\$19.99	Hampton Direct
4	7	Cami Secret	Faux camisole	\$10	Ontel Products
5	4	Fushigi Ball	Magic gravity ball	\$19.95	IdeaVillage Products Corp.
6	1	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
7	NR	Easy Feet	Massage sandals	\$14.99	Zoom Products
8	NR	Pajama Jeans	Comfortable jeans	\$39.95	Hampton Direct
9	9	bareMinerals	Mineral makeup	\$29.99	Bare Escentuals
10	NR	Micro Touch Max	Wet/dry razor	\$10	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 Dec. 24, 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).