

Research Jordan Whitney's Program Rankings

TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	3	Profit From Real Estate	Dean Graziosi	Book	\$19.95	Visionary Strategies
2	4	Ninja Master Prep	Bob Waraden	Food processor	\$59.85	Euro-Pro
3	NR	Shark Multi-Vac	Mark Rosen	Vacuum	\$149.85	Euro-Pro
4	NR	Nu-Wave Oven	Joe Fowler	Countertop oven	\$119.97	Hearthware
5	7	Extenze	N/A	Male enhancement	Lead-generating	Biotab Nutraceuticals
6	NR	Shark Steam Pocket Mop	Mark Rosen	Steam mop	\$99	Euro-Pro
7	NR	Eden Pure	Jane Wilson	Space heater	Lead-generating	Bio Tech Research
8	NR	Bullet Express	Mick Hastie	Electric chopper	\$119.94	Homeland Housewares
9	6	Shark Portable Steam Pocket	Mark Rosen	Steam cleaner	\$99	Euro-Pro
10	NR	Cricut	Pat Murphy	Electronic cutter	Lead-generating	Provo Craft

TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
2	5	Snuggie	Blanket with sleeves	Lead-generating	Allstar Marketing
3	NR	Hydrolyze	Eye cream	Lead-generating	Bellezza Products
4	1	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem Inc.
5	3	Wonder Hanger	Clothes hanging system	\$19.95	Hampton Direct
6	NR	HD Vision	Bifocal sunglasses	\$19.99	Ideavillage Products Corp.
7	4	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
8	NR	Smooth Away	Hair-removal tool	\$14.99	Ideavillage Products Corp.
9	NR	Magicjack	USB phone service	\$3.33/month	Magicjack
10	7	Jupiter Jack	Phone via radio device	\$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 November 25, 2009**.

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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.