

## Research Jordan Whitney's Program Rankings

### TOP 10 INFOMERCIALS

Rank	Last Month	Program	Host	Product	Price	Producer/Distributor
1	NR	Shark Portable Steam Pocket	Mark Rosen	Steam mop	\$99	Euro-Pro
2	NR	P90X	Tony Horton	Fitness program	\$120.85	Beachbody
3	4	Nu-Wave Oven	Joe Fowler	Countertop oven	\$119.97	Hearthware Home
4	NR	Insanity	Shaun T.	Fitness program	\$120.85	Beachbody
5	NR	Total Gym	Christie Brinkley/Chuck Norris	Home gym	\$49.95 (trial)	Total Gym Fitness LLC
6	NR	Your Baby Can Read	Chad Murdock	Reading training	\$14.95 (trial)	Your Baby Can Read
7	1	Profit From Real Estate	Dean Graziosi	Book	\$19.95	Visionary Strategies
8	NR	Swivel Sweeper	Anthony Sullivan	Cordless sweeper	\$59.97	Ontel Products
9	NR	Miracle Fireplace	Anne Marie Howard	Electric fireplace	\$298	Heat Surge
10	NR	Ab Circle Pro	Jennifer Nicole Lee	Exerciser	\$14.95 (trial)	Direct Ent. Media Group

### TOP 10 SPOTS

Rank	Last Month	Program	Product	Price	Producer/Distributor
1	2	Snuggie	Blanket with sleeves	Retail-driving	Allstar Marketing
2	1	Cash4Gold	Cash for scrap gold	Lead-generating	Cash4Gold
3	5	Wonder Hanger	Clothes hanging system	\$19.95	Hampton Direct
4	4	Nutrisystem	Weight-loss meals	Lead-generating	Nutrisystem
5	7	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.
6	6	HD Vision	Bifocal sunglasses	\$19.99	Ideavillage Products Corp.
7	NR	Pajamagram	Novelty pajama gifts	Lead-generating	Vermont Teddy Bear Co.
8	9	Magicjack	USB phone service	\$3.33/month	Magicjack
9	NR	Direct Buy	Discount home furnishings	Lead-generating	UCC Total Home
10	NR	Twin Draft Guard	Door draft protector	\$19.99	Hampton Direct

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 December 23, 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](http://www.jwgreensheet.com).