## **Research** Jordan Whitney's Program Rankings

	TOP 10 INFOMERCIALS									
Rank	Last Month	Program	Host	Product	Price	Producer/Distributor				
1	5	Navigator	Mark Rosenzweig	Vacuum	\$199.80	Euro-Pro				
2	1	Max Clarity	Brandi Milloy	Acne treatment	\$19.95	Stiefel Labs/GSK				
3	4	Zumba	"Beto" Perez	Fitness program	\$59.85	Zumba Fitness				
4	3	P90X	Tony Horton	Fitness program	\$119.85	Beachbody				
5	6	Wen Hair Care	Alyssa Milano	Hair-care products	\$29.95	Guthy-Renker Corp.				
6	NR	Turbo Fire	Chalene Johnson	Exercise DVDs	\$119.85	Beachbody				
7	7	Nu-Wave Oven	Joe Fowler/Heidi Bohay	Infrared oven	\$119.97	Hearthware Home				
8	NR	Meaningful Beauty	Cindy Crawford	Skincare system	\$29.95	Guthy-Renker Corp.				
9	8	Total Gym	Chuck Norris/Christie Brinkley	Home gym	\$49.95 (trial)	Total Gym Fitness LLC				
10	NR	2-in-1 Vacuum	Elizabeth Watts	Vacuum/Steam mop	\$199.80	Euro-Pro				

TOP 10 SPOTS									
Rank	Last Month	Program	Product	Price	Producer/Distributor				
1	4	Ab Circle Pro	Exerciser	\$14.95 (trial)	Fitness Brands/DEMG				
2	2	Easy Feet	Massage sandals	\$14.99	Zoom Products				
3	1	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker Corp.				
4	3	Pajama Jeans	Comfortable jeans	\$39.95	Hampton Direct				
5	NR	Chef Basket	Kitchen tools	\$39.95	TELEBrands				
6	5	Vibrating Tri-Phoria	Fingertip massager	\$39.99	Church & Dwight Co. Inc.				
7	8	Total Pillow	Adjustable pillow	\$19.99	Hampton Direct				
8	7	Cami Secret	Faux camisole	\$10	Ontel Products				
9	9	One Second Needle	Self-threading needle	\$10	TELEBrands				
10	NR	Perfect Situp	Sit-up exerciser	\$14.95 (trial)	Perfect Fitness				

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 Feb. 4, 2011.

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