

**LONG FORM: TOP 5 VERTICAL MARKETS**

IMS infomercial rankings are based solely on **Media Spending** for programs aired on national cable and satellite networks monitored.

| RANK                        | MARKETING COMPANY                 | PRICE OFFERED  |
|-----------------------------|-----------------------------------|--|
| <b>HEALTH &amp; FITNESS</b> |                                   |  |
| 1                           | Zumba                             | Zumba Fitness LLC 3 payments of \$29.95 plus \$15.95 S&H     |
| 2                           | Nopalea                           | TriVita Free bottle plus \$9.95 S&H                          |
| 3                           | Sensa                             | Sensa Products LLC 30-day trial for \$9.95                   |
| 4                           | Total Gym                         | Total Gym Fitness LLC 30-day trial for \$49.95               |
| 5                           | Food Lovers Fat-Loss System       | Provida Life Sciences 6 payments of \$19.99 plus \$19.99 S&H |
| <b>BEAUTY</b>               |                                   |  |
| 1                           | Meaningful Beauty                 | Guthy-Renker Corp. \$29.95 plus \$5.95 S&H                   |
| 2                           | Wen                               | Guthy-Renker Corp. \$29.95 plus \$5.99 S&H                   |
| 3                           | Tria Laser                        | Tria Beauty Inc. Lead generation                             |
| 4                           | Murad Resurgence                  | Murad Inc. \$39.95 plus \$8.95 S&H                           |
| 5                           | no! no!                           | Radiancy 3 payments of \$89.95 plus \$14.95 S&H              |
| <b>ENTERTAINMENT</b>        |                                   |  |
| 1                           | Singers & Songwriters             | Time-Life Music 5 payments of \$29.99                        |
| 2                           | Disney Vacation Club              | Disney Vacation Club Lead generation                         |
| 3                           | Diamond Resorts                   | Diamond Resorts Intl. 3 payments of \$166 plus tax           |
| 4                           | The Midnight Special              | Guthy-Renker Entertainment \$9.95 plus \$3.95 S&H            |
| 5                           | Easy 80s                          | Reader's Digest Music Collection 5 payments of \$29.99       |
| <b>HOUSEHOLD</b>            |                                   |  |
| 1                           | Nu-Wave Oven                      | Hearthware Home 3 payments of \$39.99 plus \$29.95 S&H       |
| 2                           | Shark Navigator                   | Euro-Pro 4 payments of \$49.95 plus \$45.90 S&H              |
| 3                           | My Pillow                         | LifeBrands Inc. 60-day risk-free offer                       |
| 4                           | Ninja 1100                        | Euro-Pro 4 payments of \$39.95                               |
| 5                           | Shark Steam Pocket                | Euro-Pro 4 payments of \$39.95                               |
| <b>BUSINESS OPPORTUNITY</b> |                                   |  |
| 1                           | Cash Flow for Life                | Visionary Strategies LLC \$19.95 plus \$9.95 S&H             |
| 2                           | Secrets of an Auction Millionaire | Kent Direct 14-day risk-free trial offer                     |
| 3                           | National Gold Exchange            | Leland National Gold Exchange Lead generation                |
| 4                           | Debt Cures II                     | Kevin Trudeau's Debt Cures II \$19.95 plus \$11.95 S&H       |
| 5                           | Automated Profits                 | Visionary Strategies LLC \$19.95 plus S&H                    |

**SHORT FORM: TOP 5 VERTICAL MARKETS**

IMS spot rankings are based solely on **Frequency** of programs aired on national cable and satellite networks monitored.

| RANK                        | PRODUCT NAME           | MARKETING COMPANY          | PRICE OFFERED | S&H     |
|-----------------------------|------------------------|----------------------------|---------------|---------|
| <b>HEALTH &amp; FITNESS</b> |                        |                            |               |         |
| 1                           | ProForm Ab Glider      | ICON Health & Fitness      | \$14.95       | \$0.00  |
| 2                           | Lipozene               | Obesity Research Institute | \$29.95       | \$0.00  |
| 3                           | ProForm Tour de France | ICON Health & Fitness      | \$0.00        | \$0.00  |
| 4                           | Bowflex Tread Climber  | Nautilus Inc.              | \$0.00        | \$0.00  |
| 5                           | Shake Weight           | FitnessIQ                  | \$29.95       | \$9.95  |
| <b>BEAUTY</b>               |                        |                            |               |         |
| 1                           | Proactiv Solution      | Guthy-Renker Corp.         | \$19.95       | \$0.00  |
| 2                           | Gray Away              | Qbeauty                    | \$19.99       | \$13.98 |
| 3                           | Celtrixa               | Hydroxatone LLC            | \$0.00        | \$0.00  |
| 4                           | Salon Express          | Salon Express              | \$10.00       | \$6.99  |
| 5                           | bareMinerals           | Bare Escentuals            | \$29.99       | \$0.00  |
| <b>ENTERTAINMENT</b>        |                        |                            |               |         |
| 1                           | California Psychics    | Outlook Amusements Inc.    | \$0.00        | \$0.00  |
| 2                           | Criss Angel Magic Kit  | IdeaVillage Products Corp. | \$29.98       | \$7.99  |
| 3                           | Psychic Source         | Expert Link Inc.           | \$10          | \$0.00  |
| 4                           | Happy Nappers          | Happy Nappers              | \$19.99       | \$8.999 |
| 5                           | Fushigi Ball           | IdeaVillage Products Corp. | \$19.99       | \$6.99  |
| <b>HOUSEHOLD/KITCHEN</b>    |                        |                            |               |         |
| 1                           | Flex Seal              | Flex Seal                  | \$19.99       | \$9.95  |
| 2                           | Mint                   | Evolution Robotics         | \$199.99      | \$0.00  |
| 3                           | Kobalt Double Drive    | Kobalt                     | \$19.98       | \$0.00  |
| 4                           | Tempur-Pedic           | Evolution Robotics         | \$199.99      | \$0.00  |
| 5                           | Grout Bully            | Harvest Direct             | \$10          | \$7.95  |
| <b>PERSONAL</b>             |                        |                            |               |         |
| 1                           | Hoveround              | Hoveround Corp.            | \$0.00        | \$0.00  |
| 2                           | Vibrating Tri-Phoria   | Church & Dwight Co. Inc.   | \$0.00        | \$0.00  |
| 3                           | Ageless Male           | Ageless Male               | \$39.95       | \$0.00  |
| 4                           | ZQuiet                 | ZQuiet                     | \$9.95        | \$0.00  |
| 5                           | Miracle Socks          | Ontel Products Corp.       | \$10          | \$13.98 |

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