

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
HEALTH & FITNESS		
1	Total Gym	Total Gym Fitness LLC 30-day trial for \$49.95
2	Zumba	Zumba Fitness LLC 3 payments of \$29.95 plus \$15.95 S&H
3	Brazil Butt Lift	Beachbody 3 payments of \$19.95 plus \$12.95 S&H
4	Insanity	Beachbody 3 payments of \$39.95 plus \$24.95 S&H
5	Sensa	Sensa Products LLC 30-day trial for \$9.95
BEAUTY		
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	InStyler	Tre Milano LLC 30-day trial for \$14.99 plus \$19.99 S&H
5	no! no!	Radiancy 3 payments of \$89.95 plus \$14.95 S&H
ENTERTAINMENT		
1	Singers & Songwriters	Time-Life Music 5 payments of \$29.99
2	Golden Age of Country	Time-Life Music 4 payments of \$29.99 plus \$12.99 S&H
3	Diamond Resorts	Diamond Resorts Intl. 3 payments of \$166 plus tax
4	Body & Soul Collection	Time-Life Music 4 payments of \$29.99
5	Country's Got Heart	Time-Life Music 5 payments of \$29.99
HOUSEHOLD		
1	Shark Steam Pocket	Euro-Pro 4 payments of \$39.95
2	My Pillow	LifeBrands Inc. 60-day risk-free offer
3	Nu-Wave Oven	Hearthware Home 3 payments of \$39.99 plus \$29.95 S&H
4	Ninja 1100	Euro-Pro 4 payments of \$39.95
5	Ninja Pulse	Euro-Pro 4 payments of \$37.50
BUSINESS OPPORTUNITY		
1	Wealth Without Risk	Wealth Systems LLC \$19.95 plus \$11.95 S&H
2	Trudeau's Free Money	Free Money \$29.95 plus \$11.95 S&H
3	Profit From Real Estate Right Now	Visionary Strategies LLC \$19.95 plus \$9.95 S&H
4	Secrets of an Auction Millionaire	Kent Direct 14-day risk-free trial offer
5	Cash Flow for Life	Visionary Strategies LLC \$19.95 plus \$9.95 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
HEALTH & FITNESS				
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
BEAUTY				
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
ENTERTAINMENT				
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	\$8.99
5	Fushigi Ball	IdeaVillage Products Corp.	\$19.99	\$6.99
HOUSEHOLD/KITCHEN				
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	Grout Bully	Harvest Direct	\$10	\$7.95
5	Orgreenic	TELEBrands	\$19.99	\$6.99
PERSONAL				
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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