## Research

## The Top DRTV National Cable Rankings

## TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

| RANK   | PRODUCT NAME                     | MARKETING COMPANY                     | PRICE OFFERED   | AIRS       |  |  |
|--------|----------------------------------|---------------------------------------|---|------------|--|--|
| 1      | Body Makeover                    | SS<br>Provida Life Sciences           | 6 payments of \$19.99   | 408        |  |  |
| 2      | Bowflex                          | Nautilus Group Inc.                   | plus \$19.99 S&H<br>Monthly payments as low                               | 332        |  |  |
| 3      | Tread Climber                    | Nautilus Group Inc.                   | as \$19<br>Monthly payments as low<br>as \$72 plus S&H                    | 197        |  |  |
| 4<br>5 | Total Gym                        | American Telecast                     | 30-day trial for \$49.95  | 197        |  |  |
| 5      | Easy Shaper                      | Fitness Quest                         | 30-day trial for \$14.95  | 183        |  |  |
|        | BEAUTY                           |                                       |   |            |  |  |
| 1<br>2 | bareMinerals<br>Klear Action     | MD Beauty<br>Thane Intl.              | Two payments of \$29.99 plus S&H<br>Three payments of \$29.99<br>plus S&H | 361<br>359 |  |  |
| 3      | TrueCeramic Pro                  | Advanced Beauty                       | 30-day trial for \$14.95  | 167        |  |  |
| 4<br>5 | Bosley Medical Proactiv Solution | Bosley Medical Inst.                  | Lead-generating<br>\$39.95 plus \$5.95 S&H                                | 148<br>137 |  |  |
| 5      | Proactiv Solution                | Guthy-Renker Corp.                    | 493.30 bins 49.39 984   | 137        |  |  |
|        | ENTERTAINMENT                    |                                       |   |            |  |  |
| 1      | Classic Soul Ballads             | Time-Life Music                       | Four payments of \$29.99 plus \$12.99 S&H                                 | 150        |  |  |
| 2      | Girls Gone Wild                  | Mantra Entertainment                  | \$9.99 plus \$4.99 S&H  | 119        |  |  |
| 3      | Wild Party Girls                 | Tahi Entertainment<br>Group           | Free plus \$8.95 S&H  | 44         |  |  |
| 4      | Legends                          | Time-Life Music                       | Four payments of \$29.99 plus \$11.99 S&H                                 | 33         |  |  |
| 5      | Hee Haw                          | Time-Life Video                       | Four payments of \$29.99 plus S&H   | 32         |  |  |
|        | HOUSEHOLD / KITCHEN              |                                       |   |            |  |  |
| 1      | Magic Bullet                     | Homeland Housewares                   | Three payments of \$33.33 plus \$39.98 S&H                                | 324        |  |  |
| 2      | Ionic Breeze                     | The Sharper Image                     | Five payments of \$69.99 plus \$21.95 S&H                                 | 320        |  |  |
| 3      | Little Giant Ladder              | Wing Enterprises Inc.                 | Four payments of \$89   | 289        |  |  |
| 4      | Oreck XL                         | Oreck Direct                          | Monthly payments of \$36  | 253        |  |  |
| 5      | Ionic Pro                        | Ionic Pro LLC                         | Three payments of \$49.95 plus S&H  | 252        |  |  |
|        | BUSINESS OPPORTUNITY             |                                       |   |            |  |  |
| 1      | Carleton Sheets                  |                                       | 30-day trial for \$9.95 S&H   | 397        |  |  |
| 2      | Free & Clear                     | HCG Inc.                              | \$39.95 plus \$9.95 S&H   | 219        |  |  |
| 3      | Auctions For Income              | Auction Profits LLC                   | \$39.95 plus S&H  | 145        |  |  |
| 4      | Jeff Paul System                 | Jeff Paul Systems                     | \$29.95 plus \$12.50 S&H  | 89         |  |  |
| 5      | Money With Notes                 | America's Note Network                | Three payments of \$39.95 plus S&H  | 82         |  |  |
|        | MISCELLANEOUS                    |                                       |   |            |  |  |
| 1      | Cable Shopping<br>Network        | Cable Shopping<br>Network             | \$89.95 plus \$9.95 S&H   | 320        |  |  |
| 2      | WalkFit Orthotics                | Phase 4 Orthotics LLC                 | \$19.95 plus \$9.95 S&H   | 154        |  |  |
| 3      | Feed the Children                | Feed the Children                     | \$8 monthly donation  | 128        |  |  |
| 4<br>5 | Attacking Anxiety<br>LIFE        | Midwest Center<br>LIFE Outreach Intl. | Lead-generating<br>\$30, \$50 or \$100 donation                           | 107<br>105 |  |  |
| J      | LII L                            | LII L VULIGAVII IIILI.                | φου, φου οι φτου uonation   | 103        |  |  |

## TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

| RΔN                   | IK PRODUCT NAME             | MARKETING COMPANY PRI       | CF OFFERED | S&H    |  |  |  |  |
|-----------------------|-----------------------------|-----------------------------|------------|--------|--|--|--|--|
| IVAIN                 | HEALTH & FITNESS            | WARRETING COMPANY           | OE OITEKED | Juli   |  |  |  |  |
| 1                     | Ab Lounge                   | Fitness Quest               | \$14.95    | \$0.00 |  |  |  |  |
| 2                     | Relacore                    | Carter-Reed Co.             | \$0.00     | \$0.00 |  |  |  |  |
| 3                     | Leptoprin                   | A.G. Waterhouse             | \$153      | \$5.95 |  |  |  |  |
| 4                     | Propolene                   | Obesity Research Institute  | \$29.95    | \$0.00 |  |  |  |  |
| 4                     | Estrin-D                    | Covaxil Laboratories Inc.   | \$0.00     | \$0.00 |  |  |  |  |
| 4                     | LSUIII-D                    | GOVAXII LADOI ALOITES IIIC. | φυ.υυ      | φυ.υυ  |  |  |  |  |
|                       | BEAUTY                      |                             |            |        |  |  |  |  |
| 1                     |                             | Cuthy Donker Corn           | ቀስ ሰስ      | ቀስ ሰስ  |  |  |  |  |
| 1                     | Proactiv Solution           | Guthy-Renker Corp.          | \$0.00     | \$0.00 |  |  |  |  |
| 2                     | bareMinerals                | Bare Escentuals             | \$0.00     | \$0.00 |  |  |  |  |
| 3                     | ProCede                     | Youth Enhancement System    |            | \$0.00 |  |  |  |  |
| 4                     | Salon Bronze                | Ideavillage                 | \$19.99    | \$7.99 |  |  |  |  |
| 5                     | Nature's Cure               | Nature's Cure Inc.          | \$0.00     | \$0.00 |  |  |  |  |
|                       |                             |                             |            |        |  |  |  |  |
|                       | ENTERTAINMENT               | D 0.7 Di 1                  | 400.00     | 45.05  |  |  |  |  |
| 1                     | Slow Motion                 | Razor & Tie Direct          | \$26.99    | \$5.95 |  |  |  |  |
| 2                     | Nine Inch Nails             | Top Hits Marketing          | \$13.98    | \$4.95 |  |  |  |  |
| 3                     | Twilight Time               | Mystic Music                | \$26.95    | \$5.00 |  |  |  |  |
| 4                     | Red Hot                     | Mystic Music                | \$26.95    | \$5.00 |  |  |  |  |
| 5                     | 50 Most Loved Hymns         | Castalian Music             | \$21.98    | \$4.95 |  |  |  |  |
| NAME OF THE PROPERTY. |                             |                             |            |        |  |  |  |  |
| 1                     | HOUSEHOLD / KITCHE          |                             | ቀ0 00      | ቀስ ስስ  |  |  |  |  |
| 1                     | Tempur-Pedic                | Tempur-Pedic                | \$0.00     | \$0.00 |  |  |  |  |
| 2                     | Select Comfort Sleep Number |                             | \$0.00     | \$0.00 |  |  |  |  |
| 3                     | Everlife Flashlight         | ARM                         | \$19.95    | \$7.95 |  |  |  |  |
| 4                     | Cold Heat                   | Merchandise Direct          | \$19.95    | \$6.95 |  |  |  |  |
| 5                     | One Sweep                   | TELEBrands                  | \$10.00    | \$6.99 |  |  |  |  |
|                       | DEDCOMAL                    |                             |            |        |  |  |  |  |
| 1                     | PERSONAL<br>Titanium Turbo  | ldeavillage                 | \$19.99    | \$5.99 |  |  |  |  |
| 2                     | Mobility Products           | Invacare Corp.              | \$0.00     | \$0.00 |  |  |  |  |
| 3                     | Rascal                      | Electric Mobility           | \$0.00     | \$0.00 |  |  |  |  |
| 3<br>4                |                             | OT Inc.                     |            | \$9.95 |  |  |  |  |
| -                     | Q-Ray                       | 4                           | \$19.95    |        |  |  |  |  |
| 5                     | Vazoplex                    | Gerovicap Pharmacies        | \$19.95    | \$6.00 |  |  |  |  |
|                       | COMPUTERS & ELECTRONICS     |                             |            |        |  |  |  |  |
| 1                     | Stop Sign                   | eAcceleration Corp.         | \$0.00     | \$0.00 |  |  |  |  |
| 2                     | Veloz                       | eAcceleration Corp.         | \$0.00     | \$0.00 |  |  |  |  |
| 3                     |                             | Punch! Software LLC         |            |        |  |  |  |  |
|                       | Punch! Software             | Overbreak LLC               | \$0.00     | \$9.95 |  |  |  |  |
| 4                     | Fone Free                   |                             | \$19.95    | \$9.00 |  |  |  |  |
| 5                     | Go to My PC                 | Experticity Inc.            | \$0.00     | \$0.00 |  |  |  |  |

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