TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	P90X	Beachbody	3 payments of $33 plus S&H	301
2	Six Week Body Makeover	Provida Life Sciences	$199.95 or 4 payments of $39.99 plus $16.99 S&H	274
3	Total Gym	American Telecast	12 payments of $49.95 plus $50 S&H	244
4	Insanity	Beachbody	3 payments of $39.95 plus $24.95 S&H	184
5	Hip Hop Abs	Beachbody	3 payments of $19.95 plus $12.95 S&H	102
BEAUTY				
1	MaxClarity	Stiefel Labs	$19.95	296
2	bareMinerals	Bare Escentuals	2 payments of $29.99 plus $15.98 S&H	152
3	Olay Pro-X	Procter & Gamble Co.	3 payments of $19.99 plus $6.95 S&H	146
4	no!no!	Radiancy	3 payments of $89.95 plus $14.95 S&H	133
5	Wen	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	126
ENTERTAINMENT				
1	Pop Memories	Time-Life Music	5 payments of $29.99 plus S&H	30
2	Rock Ballads	Time-Life Music	5 payments of $29.99 plus S&H	28
3	Dean Martin Variety	Guthy-Renker Corp.	$9.95 plus $3.95 S&H	23
4	Golden Age of Country	Time-Life Music	4 payments of $29.99 plus S&H	17
5	Flower Power	Time-Life Music	5 payments of $29.99 plus S&H	16
HOUSEHOLD				
1	Worx	Positec USA Inc.	3 payments of $33.33 plus $19.73 S&H	208
2	Shark Navigator	Euro-Pro	4 payments of $49.95 plus $29.95 S&H	187
3	Sleep Number	Select Comfort Corp.	Lead-generating	186
4	Ninja Professional	Euro-Pro	3 payments of $33 plus $19.95 S&H	183
5	Shark Portable Steam Pocket	Euro-Pro	3 payments of $33	182
BUSINESS OPPORTUNITY				
1	Advertising Profits	Visionary Strategies LLC	$19.95 plus $9.95 S&H	254
2	Nopalea	TriVita	$35 plus $10 S&H	206
3	Cash Flow Business	America's Note Network	3 payments of $29.95 plus $9.95 S&H	130
4	Debt Cures II	Debt Cures	$29.95 plus $11.95 S&H	21
5	Specialty Merch. Corp.	Specialty Merch. Corp.	Starting fees begin at $25	10

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Weight Watchers	Weight Watchers	$0.00	$0.00
2	Shake Weight	Fitness IQ	$19.95	$7.95
3	Tower 200	Body by Jake	$14.95	$0.00
4	Belly Burner	2 Elevens LLC	$7.95	$0.00
5	Celsius	Celsius	$0.00	$0.00
BEAUTY				
1	Hydrolyze	Hydrolyze	$0.00	$0.00
2	Proactiv Solution	Guthy-Renker Corp.	$19.95	$0.00
3	Hydroxatone	Allergan Inc.	$0.00	$0.00
4	Murad Acne Complex	Murad Inc.	$29.95	$0.00
5	InStyler	Tre Milano LLC	$14.99	$0.00
ENTERTAINMENT				
1	Pillow Pets	Pillow Pets	$19.95	$6.95
2	California Psychics	Outlook Amusements Inc.	$0.00	$0.00
3	The Edge	Razor & Tie Direct LLC	$29.99	$0.00
4	Fushigi Ball	IdeaVillage Products Corp.	$19.99	$6.99
5	Lava Life	Lava Life Corp.	$0.00	$0.00
HOUSEHOLD/KITCHEN				
1	Spill Daddy	IdeaNation	$19.99	$8.95
2	Ionic Bulb	Zevotek Inc.	$19.99	$0.00
3	Handy Caddy	Milen	$9.99	$4.99
4	ShamWow	ShamWow	$19.95	$7.95
5	Little Giant Blueberries	Little Giant Blueberries	$10	$6.95
PERSONAL				
1	Schick Hydro	Schick	$0.00	$0.00
2	Hoveround	Hoveround Corp.	$0.00	$0.00
3	*AdamEve.com*	PHE Inc.	$0.00	$0.00
4	Total Pillow	Hampton Direct	$19.99	$7.95
5	The Scooter Store	The Scooter Store Ltd.	$0.00	$0.00

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