

**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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