

**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	21-Day Fix	Beachbody
		3 payments of \$19.95 plus \$12.95 S&H
2	Focus T25	Beachbody
		3 payments of \$39.95 plus \$19.95 S&H
3	Total Gym	Total Gym Fitness LLC
		30-day trial for \$14.95
4	Zumba	Zumba Fitness LLC
		3 payments of \$29.95 plus \$19.95 S&H
5	Brazil Butt Lift	Beachbody
		2 payments of \$19.95 plus \$12.95 S&H

RANK	MARKETING COMPANY	PRICE OFFERED
<b>BEAUTY</b>		
1	Proactiv Plus	Guthy-Renker LLC
		\$29.95 plus \$2.99 S&H
2	Wen	Guthy-Renker LLC
		\$29.95 plus \$5.95 S&H
3	Meaningful Beauty	Guthy-Renker LLC
		\$39.95 plus \$5.99 S&H
4	Luminess Air	Luminess Direct
		\$19.95 (30-day trial)
5	Cold Plasma Sub-D	Guthy-Renker LLC
		\$49.95 plus \$5.95 S&H

RANK	MARKETING COMPANY	PRICE OFFERED
<b>ENTERTAINMENT</b>		
1	Dean Martin Roasts	Time-Life/StarVista
		5 payments of \$19.99
2	Legendary Voices	Time-Life/StarVista
		5 payments of \$29.99
3	The Best of Soft Rock	Time-Life/StarVista
		5 payments of \$29.99
4	All Started w/Doo-Wop	Time-Life/StarVista
		5 payments of \$29.99
5	Gaither Homecoming	Time-Life Video
		4 payments of \$19.99

RANK	MARKETING COMPANY	PRICE OFFERED
<b>HOUSEHOLD &amp; KITCHEN</b>		
1	Shark Rocket	Euro-Pro LLC
		5 payments of \$39.95 plus \$19.95 S&H
2	Shark Steam & Spray	Euro-Pro LLC
		5 payments of \$29.95
3	NutriBullet	NutriBullet LLC
		6 payments of \$19.99 plus \$19.95 S&H
4	Ninja Mega	Euro-Pro LLC
		4 payments of \$49.95 plus \$29.95 S&H
5	Bissell Symphony	Bissell
		4 payments of \$49.95 plus \$29.95 S&H

RANK	MARKETING COMPANY	PRICE OFFERED
<b>BUSINESS OPPORTUNITY</b>		
1	Humana	Humana
		Lead-generating
2	ASI	Advertising Specialty Inst.
		\$99/month
3	RedChip Money Report	RedChip Companies Inc.
		Lead-generating
4	J.G. Wentworth	J.G. Wentworth
		Lead-generating
5	Building Wealth in Real Estate	FortuneBuilders Inc.
		Lead-generating

**SHORT FORM: TOP 5 VERTICAL MARKETS**

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>HEALTH &amp; FITNESS</b>				
1	NordicTrack Incline Trainer	Icon Health & Fitness	\$1,499	\$0.00
2	Ab Carver Pro	Ab Carver Pro	\$39.90	\$8.30
3	Lipozene	Obesity Research Institute	\$29.99	\$0.00
4	CB-1	Suragenix	\$49.98	\$6.99
5	Bowflex Tread Climber	Nautilus Inc.	\$999	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>BEAUTY</b>				
1	Chromalights	Mana Products Inc.	\$9.99	\$3.99
2	no! no! Pro	Radiancy Inc.	\$289.95	\$14.95
3	Tria Laser	Tria Beauty Inc.	\$449	\$0.00
4	Hot Designs	Allstar Products Group	\$14.95	\$7.95
5	Keranique	International Hair Institute	\$0.00	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>ENTERTAINMENT</b>				
1	StretchKins	StretchKins	\$19.95	\$7.95
2	Phantom Saucer	TELEBrands	\$10	\$5.99
3	Kidz Bop 26	Razor & Tie Direct	\$13.98	\$5.95
4	Light-Up Links	On Demand DR LLC	\$19.99	\$13.95
5	LumiDough	Hampton Direct	\$19.99	\$7.99

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>HOUSEHOLD</b>				
1	Select Comfort Sleep Number	Select Comfort Inc.	\$0.00	\$0.00
2	Earth Talon	Earth Talon LLC	\$39.95	\$0.00
3	X-Hose Pro	National Express Inc.	\$29.95	\$8.95
4	Flex Shot	Swift Response	\$19.99	\$9.95
5	iRobot	iRobot Corp.	\$0.00	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>PERSONAL</b>				
1	EnduraCool Multi-Cool	Mission Product Holdings	\$19.98	\$0.00
2	Night View	Top Dog Direct	\$10	\$7.95
3	Knee Brace	Knee Brace	\$0.00	\$0.00
4	Nugenix	Nugenix	\$69.99	\$0.00
5	Copper Fit	Ideavillage Products	\$19.99	\$7.99

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