

**TOP 5 VERTICAL MARKETS
NATIONAL CABLE INFOMERCIAL RANKINGS**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	P90X	Beachbody	3 payments of \$39.95 plus \$19.95 S&H	616
2	Six Week Body Makeover	Provida Life Sciences	\$119.94 plus \$19.99 S&H	492
3	Insanity	Beachbody	3 payments of \$39.95 plus \$24.95 S&H	380
4	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	367
5	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95	291
BEAUTY				
1	bareMinerals	Bare Escentuals	\$29.99 plus \$5.99 S&H	227
2	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	171
3	Curl Confidence	Ouidad Products LLC	\$29.95 plus \$9.95 S&H	169
4	MaxClarity	Stiefel Laboratories Inc.	\$19.95	143
5	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	133
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus 6.99 S&H	108
2	Pop Memories	Time-Life Music	5 payments of \$29.99 plus S&H	49
3	Golden Age of Country	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	27
4	Rock Ballads	Time Life Music	5 payments of \$29.99 plus S&H	17
5	Dean Martin Variety	Guthy-Renker Corp.	\$9.95 plus \$3.95 S&H	12
HOUSEHOLD				
1	Living Well HealthMaster	Tristar Products	4 payments of \$49.99 plus S&H	320
2	Shark Portable Steam Pocket	Euro-Pro	3 payments of \$33.00	283
3	Ninja	Euro-Pro	3 payments of \$19.95 plus \$14.95 S&H	231
4	Shark Steam Pocket	Euro-Pro	4 payments of \$29.95	229
5	Nu-Wave	Hearthware Home Products	3 payments of \$39.99 plus S&H	157
BUSINESS OPPORTUNITY				
1	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	233
2	Cash Flow Business	Dalbey Education	\$39.95	220
3	Debt Cures II	Debt Cures	\$19.95 plus \$11.95 S&H	113
4	Nopalea	TriVita	\$9.95 S&H	102
5	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	61

**TOP 5 VERTICAL MARKETS
NATIONAL CABLE SPOT RANKINGS**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Tower 200	Body By Jake	\$14.95	\$0.00
2	X-Factor	Weider Fitness	\$99	\$0.00
3	Belly Burner	2 Elevens LLC	\$7.95	\$0.00
4	Flirty Girl Fitness	Savvier	\$9.99	\$0.00
5	Shake Weight	Fitness IQ	\$19.95	\$7.95
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Hydroxatone	Allergan Inc.	\$0.00	\$0.00
3	Max Clarity	Stiefel	\$39.90	\$0.00
4	Hydrolyze	Hydrolyze	\$0.00	\$0.00
5	bareMinerals	Bare Escentuals	\$29.99	\$0.00
ENTERTAINMENT				
1	The Edge	Razor & Tie Direct LLC	\$29.99	\$0.00
2	Pillow Pets	Pillow Pets	\$19.95	\$6.95
3	Sharp Shooter	Spin Direct	\$39.90	\$0.00
4	Psychic Source	Expert Link Inc.	\$0.00	\$0.00
5	Vectron Wave	Spin Direct	\$29.95	\$12.99
HOUSEHOLD/KITCHEN				
1	ShamWOW	ShamWOW	\$19.95	\$7.95
2	Wonder Hanger	Hampton Direct	\$9.99	\$7.95
3	Sobakawa Pillow	National Exp./McAlister	\$19.99	\$7.95
4	Topsy Turvy	Allstar Marketing LLC	\$19.99	\$7.95
5	EZ Jet Water Cannon	EZ Jet Water Cannon	\$19.99	\$8.99
PERSONAL				
1	AdamEve.com	PHE Inc.	\$0.00	\$0.00
2	Hoveround	Hoveround Corp.	\$0.00	\$0.00
3	Zestra	Semprae Laboratories	\$49.95	\$0.00
4	ExtenZe	Biotab Nutraceuticals	\$0.00	\$0.00
5	Micro Force	IdeaVillage Products Corp.	\$10	\$0.00

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