

**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	443
2	Six Week Body Makeover	Provida Life Sciences	\$119.94 plus \$19.99 S&H	384
3	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	310
4	Insanity	Beachbody	3 payments of \$39.95 plus \$24.95 S&H	270
5	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95	233
BEAUTY				
1	MaxClarity	Stiefel Labs	\$19.95	439
2	bareMinerals	Bare Escentuals	2 payments of \$29.99 plus \$15.98 S&H	130
3	Curl Confidence	Ouidad Products LLC	\$39.95 plus \$9.95 S&H	120
4t	Hair Club	Hair Club for Men Ltd.	Lead-generating	84
4t	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	84
ENTERTAINMENT				
1	Naked and Funny	Naked & Funny	\$9.95 plus \$7.95 S&H	29
2t	Pop Memories	Time-Life Music	5 payments of \$29.99 plus S&H	20
2t	Soul Train	Time-Life Video	30-day trial for \$9.95	20
4	Rock Ballads	Time Life Music	5 payments of \$29.99 plus S&H	16
5	Golden Age of Country	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	13
HOUSEHOLD				
1	Living Well HealthMaster	Tristar Products	3 payments of \$49.99 plus S&H	214
2	Shark Portable Steam Pocket	Euro-Pro	3 payments of \$33	178
3	Ninja	Euro-Pro	3 payments of \$19.95 plus \$14.95 S&H	171
4	Shark Navigator	Euro-Pro	4 payments of \$49.95 plus S&H	162
5	Shark Steam Pocket	Euro-Pro	4 payments of \$29.99 plus S&H	119
BUSINESS OPPORTUNITY				
1	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	238
2	Cash Flow Business	America's Note Network	3 payments of \$29.95 plus S&H	181
3	Nopalea	TriVita	\$35 plus \$10 S&H	121
4	Debt Cures II	Debt Cures	\$19.95 plus \$11.95 S&H	33
5	Specialty Merch. Corp	Specialty Merch. Corp.	Lead-generating	14

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Weight Watchers	Weight Watchers Inc.	\$0.00	\$0.00
2	Tower 200	Body By Jake	\$14.95	\$0.00
3	Belly Burner	2 Elevens LLC	\$7.95	\$0.00
4	Smart for Life	Lavi Enterprises LLC	\$279	\$0.00
5	Shake Weight	Fitness IQ	\$19.95	\$7.95
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Max Clarity	Stiefel Labs	\$19.95	\$0.00
3	Goody	Goody Products Inc.	\$14.99	\$0.00
4	Neutrogena skiniD	Neutrogena Corp.	\$39.90	\$0.00
5	Hydrolyze	Hydrolyze	\$0.00	\$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
2	Pillow Pets	Pillow Pets	\$19.95	\$6.95
3	The Edge	Razor & Tie Direct LLC	\$29.99	\$0.00
4	Sports Illustrated	Time Inc.	\$89.04	\$0.00
5	LavaLife	LavaLife Corp.	\$0.00	\$0.00
HOUSEHOLD/KITCHEN				
1	Topsy Turvy	Allstar Marketing LLC	\$19.99	\$7.95
2	Little Giant Blueberries	Little Giant Blueberries	\$10	\$6.95
3	ShamWow	ShamWow	\$19.95	\$7.95
4	UGlu	IdeaVillage Products Corp.	\$10	\$5.95
5	Spill Daddy	IdeaNation	\$19.99	\$8.95
PERSONAL				
1	Vibrating Touch	Church & Dwight Co.	\$14.99	\$0.00
2	ActivStyle	ActivStyle	\$0.00	\$0.00
3	Hoveround	Hoveround Corp.	\$0.00	\$0.00
4	The Scooter Store	The Scooter Store Ltd.	\$0.00	\$0.00
5	Zestra	Semprae Laboratories	\$49.95	\$0.00

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