

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
<b>HEALTH &amp; FITNESS</b>				
1	Six Week Body Makeover	Provida Life Sciences	\$199.95 plus \$16.99 S&H	428
2	P90X	Beachbody	3 payments of \$33 plus S&H	391
3	Total Gym	American Telecast	12 payments of \$49.95 plus \$50 S&H	360
4	Insanity	Beachbody	3 payments of \$39.95 plus \$24.95 S&H	279
5	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95 plus S&H	187
<b>BEAUTY</b>				
1	MaxClarity	Stiefel Labs	\$19.95	270
2	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	202
3	bareMinerals	M2 Marketing	2 payments of \$29.99 plus \$15.98 S&H	177
4	Olay Pro-X	Procter & Gamble Co.	3 payments of \$19.99 plus \$6.95 S&H	163
5	Meaningful Beauty	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	145
<b>ENTERTAINMENT</b>				
1	Pop Memories	Time-Life Music	5 payments of \$29.99 plus S&H	49
2	Soul Train	Time-Life Video	30-day trial for \$9.95	46
3	Naked and Funny	Naked & Funny	\$9.95 plus \$7.95 S&H	44
4	Rock Ballads	Time-Life Music	5 payments of \$29.99 plus S&H	35
5	Dean Martin Variety	Guthy-Renker Corp.	\$9.95 plus \$3.95 S&H	15
<b>HOUSEHOLD</b>				
1	Worx	Positec USA Inc.	3 payments of \$33.33 plus S&H	255
2	Shark Portable Steam Pocket	Euro-Pro	3 payments of \$33	252
3	Shark Navigator	Euro-Pro	4 payments of \$49.95 plus \$29.95 S&H	239
4	Shark Steam Pocket	Euro-Pro	4 payments of \$29.99 plus \$21.95 S&H	230
5	Living Well Health Master	Tristar Products	3 payments of \$49.99 plus \$24.99 S&H	201
<b>BUSINESS OPPORTUNITY</b>				
1	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	348
2	Cash Flow Business	America's Note Network	3 payments of \$29.95 plus \$9.95 S&H	153
3	Nopalea	TriVita	\$35 plus \$10 S&H	153
4	Debt Cures II	Debt Cures	\$19.95 plus \$11.95 S&H	29
5	Swiss America	Swiss America Trading Corp.	N/A	19

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>HEALTH &amp; FITNESS</b>				
1	Tower 200	Body By Jake	\$14.95	\$0.00
2	Smart for Life	Lavi Enterprises LLC	\$279	\$0.00
3	Belly Burner	2 Elevens LLC	\$7.95	\$0.00
4	Shake Weight	Fitness IQ	\$19.95	\$7.95
5	Bender Ball	Savvier LP	\$9.99	\$7.93
<b>BEAUTY</b>				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Hydrolyze	Hydrolyze	\$0.00	\$0.00
3	Soap Magic	IdeaVillage Products	\$19.99	\$7.99
4	Heel Tastic	TELEBrands	\$10	\$6.99
5	Hydroxatone	Allergan Inc.	\$0.00	\$0.00
<b>ENTERTAINMENT</b>				
1	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
2	Pillow Pets	Pillow Pets	\$19.95	\$6.95
3	LavaLife	LavaLife Corp.	\$0.00	\$0.00
4	The Edge	Razor & Tie Direct LLC	\$29.99	\$0.00
5	Psychic Source	Expert Link Inc.	\$0.00	\$0.00
<b>HOUSEHOLD/KITCHEN</b>				
1	Topsy Turvy	Allstar Marketing LLC	\$19.99	\$0.00
2	Little Giant Blueberries	Little Giant Blueberries	\$10	\$6.95
3	ShamWow	ShamWow	\$19.95	\$7.95
4	Awesome Auger	Awesome Auger	\$19.99	\$8.95
5	Spill Daddy	IdeaNation	\$19.99	\$8.95
<b>PERSONAL</b>				
1	Hoveround	Hoveround Corp.	\$0.00	\$0.00
2	AdamEve.com	PHE Inc.	\$0.00	\$0.00
3	Vibrating Touch	Church & Dwight Co.	\$14.99	\$0.00
4	Zestra	Semprae Laboratories	\$49.95	\$0.00
5	Pure Sleep	The Pure Sleep Co.	\$59.99	\$7.95

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