

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Slim in Six	Beachbody	3 payments of \$29.95	419
2	P90X	Beachbody	3 payments of \$33	405
3	Food Lovers Fat-Loss System	Alchemy Worldwide LLC	4 payments of \$39.99	403
4	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95	349
5	Extenze	Maximizer Health Products	\$59.95	246
BEAUTY				
1	bareMinerals	M2 Marketing	2 payments of \$29.99	216
2	InStyler	Tre Milano LLC	3 payments of \$39.99	185
3	Hair Club	Hair Club for Men Ltd.	Lead-generating	128
4	Luminess Air	Luminess LP	30-day trial for \$29.95 plus S&H	77
5	CellCeuticals	CellCeuticals Skin Care	2 payments of \$39.95	56
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.95 S&H	87
2	Romancing the 70s	Time-Life Music	4 payments of \$29.99	38
3t	The Midnight Special	Guthy-Renker Entertainment	\$9.95 plus \$3.95 S&H	24
3t	Flower Power	Time-Life Music	5 payments of \$29.99 plus S&H	24
5	Rock Ballads	Time-Life Music	5 payments of \$29.99 plus S&H	18
HOUSEHOLD				
1	Shark Steam Pocket	Euro-Pro	4 payments of \$29.99	251
2	Shark Navigator	Euro-Pro	4 payments of \$49.95	165
3	Sleep Number	Select Comfort Corp.	Lead-generating	156
4	Dual Saw	OmniReliant Holdings, Inc.	14-day trial offer for \$9.95	148
5	Fein MultiMaster	C. & E. GmbH	4 payments of \$69.95	132
BUSINESS OPPORTUNITY				
1	Shortcuts To Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	420
2	Cash Flow Business	America's Note Network	3 payments of \$29.95	188
3	Free & Clear	Amazing Profits LLC	\$39.95 plus \$14.50 S&H	71
4	Specialty Merch. Corp.	Specialty Merch. Corp.	Lead-generating	41
5	Auctions For Income	Auction Profits LLC	\$59.95 plus \$12.00 S&H	26

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Bowflex Home Gym	Nautilus Inc.	\$0.00	\$0.00
2	Slim Shots	Ideavillage	\$39.99	\$5.99
3	Flirty Girl Fitness	Savvier	\$9.99	\$0.00
4	Bowflex Tread Climber	Nautilus Inc.	\$1,599	\$199
5	NordicTrack Incline Trainer	Icon Health & Fitness	\$1,099	\$0.00
BEAUTY				
	Smooth Away	Ideavillage	\$14.99	\$6.99
2	Neckline Slimmer	Neckline Slimmer	\$19.99	\$7.95
3	Hydrolyze	Hydrolyze	\$0.00	\$6.95
4	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
5	Avon Anew Ultimate	Avon Products Inc.	\$29.00	\$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusement Inc.	\$0.00	\$0.00
2	100 Classics For Relaxation	Direct Holdings Americas	\$9.99	\$0.00
3	Easy Rock	Razor & Tie Direct LLC	\$29.99	\$6.95
4	Sports Illustrated	Time Inc.	\$89.04	\$0.00
5	Monster Ballads	Razor & Tie Direct LLC	\$29.99	\$0.00
HOUSEHOLD/KITCHEN				
1	SpongeTech	SpongeTech Delivery Sys.	\$14.95	\$0.00
2	Wonder Hanger	Wonder Hanger	\$9.99	\$7.95
3	Awesome Auger	SAS Group Inc.	\$19.95	\$8.95
4	SunSetter Awnings	SunSetter Products	\$0.00	\$0.00
5	Tempur-Pedic	Tempur-Pedic Inc.	\$0.00	\$0.00
PERSONAL				
1	Timeshares Only	Timeshares Only Inc.	\$0.00	\$0.00
2	800 Credit Card Debt	800 Credit Card Debt Inc.	\$0.00	\$0.00
3	Avon	Avon Products Inc.	\$0.00	\$0.00
4	RushCard	UniRush Financial Services	\$19.95	\$0.00
5	Tronix Country	Tronix Country LLC	\$0.00	\$0.00

Copyright 2009, Infomercial Monitoring Service Inc. Satellite 2, 810 Parkway Blvd., Broomall, PA 19008, USA. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: catanese@imstv.com. **Rankings for July 2009.** Based solely on frequency of programs aired on national cable networks monitored. IMS is a research and publishing company that tracks both long- and short-form DRTV on national cable and satellite. Its database and video library services companies involved in all aspects of the DR industry. IMS provides weekly and monthly reports of DRTV rankings, verification, evaluations, research, consulting, film and video production, post-production and broadcast duplication.