

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	P90X	Beachbody	3 payments of \$33 plus S&H	504
2t	Food Lovers Fat-Loss System	Alchemy Worldwide LLC	4 payments of \$39.99 plus S&H	409
2t	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95 plus S&H	409
4	Slim in Six	Beachbody	3 payments of \$29.95 plus S&H	378
5	Extenze	Maximizer Health Products	\$59.95 plus \$6.95 S&H	296
BEAUTY				
1	bareMinerals	Bare Escentuals	2 payments of \$29.99	371
2	InStyler	Tre Milano LLC	3 payments of \$39.99	202
3	Hair Club	Hair Club for Men Ltd.	Lead-generating	183
4	Murad Resurgence	Murad Inc.	\$39.95 plus \$6.95 S&H	116
5	Youthology	Youthology	\$59.99 plus \$9.99 S&H	106
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.95 S&H	133
2	Golden Age of Country	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	117
3	Sweet Soul 70s	Time-Life Music	5 payments of \$29.99 plus S&H	44
4	Real Girls	Method Direct	3 DVDs for \$7.99 S&H	32
5	The Midnight Special	Guthy-Renker Entertainment	\$9.95 plus \$3.95 S&H	25
HOUSEHOLD				
1	Shark Navigator	Euro-Pro	4 payments of \$49.95	245
2	Shark Steam Pocket	Euro-Pro	4 payments of \$29.99	224
3	Bullet Express	Capitol Brands LLC	6 payments of \$19.99	203
4t	Fein MultiMaster	C. & E. Fein GmbH	4 payments of \$69.95 plus \$19.95 S&H	157
4t	Worx	Positec USA Inc.	3 payments of \$33.33 plus \$19.73 S&H	157
BUSINESS OPPORTUNITY				
1	Shortcuts To Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	477
2	Cash Flow Business	America's Note Network	3 payments of \$29.95	232
3	Free & Clear	Amazing Profits LLC	3 payments of \$59.95	82
4	Auctions For Income	Auction Profits LLC	\$59.95 plus \$12.00 S&H	56
5	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	41

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Nutrisystem D	Nutrisystem Inc.	\$299.95	\$0.00
2	Flirty Girl Fitness	Savvier	\$9.99	\$0.00
3	Nutrisystem Advanced	Nutrisystem Inc.	\$299.95	\$0.00
4	Smart for Life	Lavi Enterprises LLC	\$279	\$0.00
5	5-Hour Energy	Living Essentials	\$0.00	\$0.00
BEAUTY				
1	Smooth Away	Ideavillage	\$14.99	\$6.99
2	Bosley	Bosley Inc.	\$0.00	\$0.00
3	Neckline Slimmer	Neckline Slimmer	\$19.99	\$7.95
4	Heel Tastic	TELEBrands Corp.	\$10	\$6.99
5	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$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	Monster Ballads	Razor & Tie Direct	\$29.99	\$0.00
4	Easy Rock	Razor & Tie Direct	\$29.99	\$6.95
5	Washington D.C.	Washington D.C.	\$0.00	\$0.00
HOUSEHOLD/KITCHEN				
1	Wonder Hanger	Wonder Hanger	\$9.99	\$7.95
2	Water Jet	National Express Online	\$19.95	\$6.95
3	Tempur-Pedic	Tempur-Pedic Inc.	\$0.00	\$0.00
4	Total 2-in-1 Dryer Clothes	Church & Dwight Co. Inc.	\$9.99	\$4.99
5	Awesome Auger	SAS Group Inc.	\$19.95	\$8.95
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	Tronix Country	Tronix Country LLC	\$0.00	\$0.00
4	RushCard	UniRush Financial Services	\$19.95	\$0.00
5	Encore Dental	Stonebridge Life Ins. Co.	\$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 August 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.