TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Natural Cures	Shop America LLC	$29.95 plus $9.95 S&H	598
2	Body Makeover	Provida Life Sciences	6 payments of $19.99 plus $19.99 S&H	435
3	Bowflex	The Nautilus Group	Monthly payments as low as $19	408
4	Sea Vegg	ITV Direct	Lead-generating	310
5	Total Gym	American Telecast	30-day trial; $49.95 incl. S&H	276
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	487
2	Ionic White	Ionic White LLC	Two payments of $39.99 plus S&H	274
3	Proactiv Solution	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	269
4	Face Disc	Good Stuff LLC	Two payments of $29.95 plus S&H	206
5	MaxiGlide	Maxius Systems Inc.	Three payments of $33.95 plus S&H	201
ENTERTAINMENT				
1	Country Superstars	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	448
2	Classic Soul Ballads	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	199
3	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	179
4	Rock Bottom Slots	Reliant Intl. Media LLC	Five payments of $99.99 plus S&H	94
5	Soul '70s	Universal Music	Four payments of $29.99 plus $11.99 S&H	66
HOUSEHOLD / KITCHEN				
1	Magic Bullet	Homeland Housewares plus $39.98 S&H	Three payments of $33.33	488
2	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	480
3	Swivel Sweeper	Ontel Products Inc.	Two payments of $19.99 plus $12.99 S&H	359
4	Home&Garden Secrets	Allstar Marketing	$19.95 plus $4.95 S&H	316
5	Little Giant Ladder	Wing Enterprises Inc.	Four payments of $89	268
BUSINESS OPPORTUNITY				
1	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 S&H	393
2	Jeff Paul System	Jeff Paul Systems	$29.95 plus $12.50 S&H	224
3	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	194
4	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	194
5	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	141
MISCELLANEOUS				
1	WalkFit Orthotics	Phase 4 Orthotics LLC	$19.95 plus $9.95 S&H	292
2	Cable Shopping Network	Cable Shopping Network	$89.95 plus $9.95 S&H	226
3	Fine Art Showcase	New Media Frontier	Lead-generating	170
4	Feed the Children	Feed the Children	$8 monthly donation	163
5	Voluptas	Voluptas Intl. Inc.	$30, $50 or $100 donation	122

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Ab Lounge	Fitness Quest Inc.	$14.95	$0.00
2	Leptopril	Generix Laboratories	$53	$0.00
3	Bowflex Xtreme	Nautilus Group	$0.00	$0.00
4	Relacore	Carter-Reed Co.	$0.00	$0.00
5	Propolene	Obesity Research Institute	$29.95	$0.00
BEAUTY				
1	bareMinerals	MD Beauty	$0.00	$0.00
2	ProCede	Youth Enhancement Systems	$0.00	$0.00
3	Just a Trim	Ideavillage	$14.99	$5.99
4	Bosley	Bosley Medical	$0.00	$0.00
5	White Light	TELEBrands	$29.99	$7.99
ENTERTAINMENT				
1	Twilight Time	Mystic Music	$26.95	$5.00
2	I Can Only Imagine	Time-Life Music	$9.99	$4.99
3	Red Hot	Mystic Music	$26.95	$5.00
4	Western Classics	Emson/Wellquest	$19.95	$6.95
5	Totally Country 4	Top Hits Marketing	$18.98	$4.95
HOUSEHOLD / KITCHEN				
1	Everlife Flashlight	ARM	$19.95	$7.95
2	Urine Gone	HCTV/McAlister	$19.99	$7.95
3	Tempur-Pedic	Tempur-Pedic Inc.	$0.00	$0.00
4	Select Comfort	Select Comfort Inc.	$0.00	$0.00
5	Cold Heat	Merchandise Direct	$19.95	$6.95
PERSONAL				
1	Mobility Products	Invacare Corp.	$0.00	$0.00
2	The Scooter Store	The Scooter Store Ltd.	$0.00	$0.00
3	Titanium Turbo	Ideavillage	$19.99	$5.99
4	Rascal	Electric Mobility	$0.00	$0.00
5	Q-Ray	QT Inc.	$19.95	$6.95
COMPUTERS & ELECTRONICS				
1	Rhapsody	RealNetworks Inc.	$0.00	$0.00
2	Go to My PC	Experticity Inc.	$0.00	$0.00
3	Stop Sign	eAcceleration Corp.	$0.00	$0.00
4	AOL Optimized PC	America Online Inc.	$299.99	$49.95
5	Punch! Software	Punch! Software LLC	$0.00	$9.95

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