

**TOP 6 VERTICAL MARKETS
NATIONAL CABLE INFOMERCIAL RANKINGS**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Turbo Jam	BeachBody.com	Two payments of \$19.95 plus \$12.95 S&H	493
2	Bowflex	Nautilus Group Inc.	Lead-generating	407
3	Total Gym	American Telecast	30-day trial for \$49.95	268
4	Omega-3	Iceland Health Inc.	One-month supply for \$49.95 plus \$9.95 S&H	249
5	Body Makeover	Provida Life Sciences	Six payments of \$19.99 plus \$19.99 S&H	233
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	550
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	281
3t	Lumitone HP	Aloette Cosmetics	Two payments of \$29.95 plus S&H	192
3t	Proactiv Solution	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	192
5	Sheer Cover	Guthy-Renker Corp.	\$29.95 plus S&H	139
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	164
2	Classic Soul Ballads	Time-Life Music	30-day trial for \$9.95 including S&H	143
3	'70s Explosion	Time-Life Music	30-day trial for \$9.95	92
4	Wild Party Girls	Tahi Entertainment Group	\$8.95 S&H only	89
5	The Soul Story	Time-Life Music	Four payments of \$29.95 plus S&H	77
HOUSEHOLD / KITCHEN				
1	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	387
2	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	305
3	Oreck XL	Oreck Direct	Lead-generating	268
4	Oreck Air	Oreck Direct	90-day risk-free trial including S&H	199
5	Sleep Number Bed	Select Comfort Inc.	N/A	182
BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	490
2	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	298
3	Carleton Sheets	Professional Education Institute	30-day trial for \$9.95 plus \$24.95 S&H	248
4	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	150
5	Progressive Profits	Progressive Profits LLC	\$39.95 plus \$12 S&H	112
MISCELLANEOUS				
1	GeMagic	Allstar Marketing	Two payments of \$19.95 plus \$7.95 S&H	303
2	Fine Art Showcase	New Media Frontier	N/A	226
3	Treasure Hunter	N/A	N/A	183
4	Feed the Children	Feed the Children	\$8 monthly donation	178
5	Vonage	Vonage	\$24.99/month	174

**TOP 6 VERTICAL MARKETS
NATIONAL CABLE SPOT RANKINGS**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Total Gym	American Telecast	\$0.00	\$0.00
2	Ab Lounge XL	Fitness Quest Inc.	\$14.95	\$0.00
3	OsteoValin	Carter-Reed Holdings	\$0.00	\$0.00
4	Focus Factor	Vital Basics Inc.	\$0.00	\$5.00
5	Retiva	Body Innoventions	\$0.00	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
2	ProCede	Youth Enhancement Systems	\$0.00	\$0.00
3	bareMinerals	MD Beauty	\$0.00	\$0.00
4	Lip Explosion	Body Innoventions LLC	\$0.00	\$0.00
5	Luma Tweeze	IdeaVillage	\$9.99	\$5.99
ENTERTAINMENT				
1	Guys Gone Wild	Mantra Entertainment	\$19.99	\$6.99
2	Girls Gone Wild	Mantra Entertainment	\$9.99	\$6.99
3	Pure '80s No. 1s	Universal Music	\$16.98	\$4.99
4	Open the Eyes of My Heart	Time-Life Music	\$9.99	\$4.99
5	Andrea Bocelli	Castalian Music	\$18.98	\$4.95
HOUSEHOLD / KITCHEN				
1	Urine Gone	McAlister/NPI	\$19.99	\$7.95
2	Ionic Breeze	The Sharper Image	\$349.95	\$26.95
3	Sleep Number Bed	Select Comfort Inc.	\$0.00	\$0.00
4	Pasta Express	TriStar Products	\$19.99	\$6.99
5	Tempur-Pedic	Tempur-Pedic Inc.	\$0.00	\$0.00
PERSONAL				
1	Joint & Muscle Pain Relief	Advance Physicians Products	\$19.95	\$5.95
2	Mobility Products	Invacare Corp.	\$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	Maxoderm	Barmensen Labs LLC	\$0.00	\$0.00
COMPUTERS & ELECTRONICS				
1	Stop Sign	eAcceleration Corp.	\$0.00	\$0.00
2	Let's Talk	Let's Talk Inc.	\$0.00	\$0.00
3	Singing Coach	Electronic Learning Products	\$0.00	\$9.95
4	TiVo	TiVo Inc.	\$16.95	\$0.00
5	Rhapsody	RealNetworks Inc.	\$0.00	\$0.00

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