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	528
2	Winsor Pilates	Guthy-Renker Corp.	$9.95 plus $6.95 S&H	248
3	Total Gym	American Telecast	30-day trial for $49.95	217
4	Almighty Cleanse	ITV Direct	$79.95 plus $9.95 S&H	212
5	Body Makeover	Provida Life Sciences	Six payments of $19.99 plus $19.99 S&H	203
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	482
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	262
3	Lumitone HP	Aloette Cosmetics	Two payments of $29.95 plus S&H	163
4	Proactiv Solution	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	129
5	Perfect Pigment	Christina Cosmetics Inc.	Two payments of $29.95 plus S&H	106
ENTERTAINMENT				
1	The Soul Story	Time-Life Music	Four payments of $29.95 plus S&H	168
2	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	156
3	'80s Gold	Universal Music	Four payments of $29.99 plus $11.99 S&H	130
4	Soul '70s	Universal Music	Four payments of $29.99 plus $11.99 S&H	87
5	Gospel Legends	Malaco Music Group	$59.95 plus $7.95 S&H	68
HOUSEHOLD / KITCHEN				
1	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus $39.98 S&H	306
2	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	193
3	Rug Doctor	Rug Doctor	30-day trial for $29.95 plus S&H	152
4t	Oreck XL	Oreck Direct	Lead-generating	150
4t	Power Juicer	Kingstar Direct	Two payments of $49.90 plus $19.99 S&H	150
BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	429
2	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 plus $24.95 S&H	257
3	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	228
4	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	125
5	Progressive Profits	Progressive Profits LLC	$39.95 plus $12 S&H	98
MISCELLANEOUS				
1	Flex Protex	ITV Direct	$69.95 plus $6.95 S&H	267
2	GeMagic	Allstar Marketing LLC	Two payments of $19.95 plus S&H	227
3	Vonage	Vonage	$24.99/month	169
4	Treasure Hunter	N/A	N/A	162
5	Fine Art Showcase	New Media Frontier	N/A	161

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Ab Lounge XL	Fitness Quest Inc.	$14.95	$0.00
2	Enzyte	Lifekey Healthcare Inc.	$0.00	$0.00
3	Total Gym	American Telecast	$0.00	$0.00
4	Leptopril	Generix Laboratories	$0.00	$0.00
5	Focus Factor	Vital Basics Inc.	$0.00	$5.00
BEAUTY				
1	ProCede	Youth Enhancement Systems	$0.00	$0.00
2	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
3	bareMinerals	MD Beauty	$0.00	$0.00
4	Bosley	Bosley	$0.00	$0.00
5	Epiclear	Epiclear LLC	$0.00	$4.95
ENTERTAINMENT				
1	Guys Gone Wild	Mantra Entertainment	$19.99	$6.99
2	Girls Gone Wild	Mantra Entertainment	$9.99	$6.99
3	Open the Eyes of My Heart	Time-Life Music	$9.99	$4.99
4	Beavis & Butthead Vol. 2	MTVN Direct Inc.	$34.95	$4.85
5	NOW! That's What ... 22	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	Sweep 'N Mop	Allstar Marketing LLC	$10	$7.95
4	Wagner Paint Crew	Wagner Spray Tech	$199.96	$29.99
5	One Touch Can Opener	ARM	$19.95	$7.95
PERSONAL				
1	Mobility Products	Invacare Corp.	$0.00	$0.00
2	Joint & Muscle Pain Relief	Advance Physicians Products	$19.95	$5.95
3	ExtenZe	Maximizer Health Products	$0.00	$0.00
4	Hoveround	Hoveround Corp.	$0.00	$0.00
5	The Scooter Store	The Scooter Store Ltd.	$0.00	$0.00
COMPUTERS & ELECTRONICS				
1	Stop Sign	eAcceleration Corp.	$0.00	$0.00
2	Singing Coach	Electronic Learning Products	$0.00	$9.95
3	Bose Quiet Comfort III	Bose Corp.	$0.00	$0.00
4	Let's Talk	Let's Talk Inc.	$0.00	$0.00
5	Bose Quiet Comfort II	Bose Corp.	$0.00	$0.00

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