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	476
2	Body Makeover	Provida Life Sciences	6 payments of $19.99 plus $19.99 S&H	359
3	Sea Vegg	ITV Direct	Lead-generating	241
4	Bowflex	The Nautilus Group	Monthly payments as low as $19	241
5	Total Gym	American Telecast	30-day trial; $49.95 incl. S&H	218
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	424
2	Ionic White	Ionic White LLC	Two payments of $39.99 plus S&H	226
3	Proactiv Solution	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	219
4	Face Disc	Good Stuff LLC	Two payments of $29.95 plus S&H	186
5	Sheer Cover	Guthy-Renker Corp.	$29.95 plus S&H	166
ENTERTAINMENT				
1	Country Superstars	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	265
2	Soul '70s	Universal Music	Four payments of $29.99 plus $11.99 S&H	218
3	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	129
4	Classic Soul Ballads	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	123
5	Wild Party Girls	Tahi Entertainment	Five payments of $99.99 plus S&H	50
HOUSEHOLD / KITCHEN				
1	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus $39.98 S&H	412
2	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	409
3	Home&Garden Secrets	Allstar Marketing	$19.95 plus $4.95 S&H	248
4	Ronco Six Star	Ronco Inc.	Three payments of $13.33 plus S&H	209
5	Little Giant Ladder	Wing Enterprises Inc.	Four payments of $89	192
BUSINESS OPPORTUNITY				
1	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 S&H	264
2	Jeff Paul System	Jeff Paul Systems	$29.95 plus $12.50 S&H	218
3	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	168
4	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	153
5	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	145
MISCELLANEOUS				
1	WalkFit Orthotics	Phase 4 Orthotics LLC	$19.95 plus $9.95 S&H	298
2	Feed the Children	Feed the Children	$8 monthly donation	133
3	Cable Shopping Network	Cable Shopping Network	$89.95 plus $9.95 S&H	132
4	Fine Art Showcase	New Media Frontier	Lead-generating	124
5	LIFE	LIFE Outreach Intl.	$30, $50 or $100 donation	105

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Leptopril	Generix Laboratories	$53	$0.00
2	Thyrin-ATC	Rand Research Labs	$0.00	$0.00
3	Enzyte	Lifekey Healthcare Inc.	$0.00	$0.00
4	Bowflex Xtreme	Nautilus Group	$0.00	$0.00
5	Ab Lounge	Fitness Quest Inc.	$14.95	$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	White Light	TELEBrands	$29.99	$7.99
5	Acne Free	University Medical	$19.95	$6.95
ENTERTAINMENT				
1	Genesis	Warner Music Group	$24.98	$5.95
2	I Can Only Imagine	Time-Life Music	$9.99	$4.99
3	Totally Country 4	Top Hits Marketing	$18.98	$4.95
4	Ultimate Love Songs	Time-Life Music	$16.99	$4.99
5	Country's Got Heart	Time-Life Music	$16.99	$4.99
HOUSEHOLD / KITCHEN				
1	Urine Gone	HCTV/McAlister	$19.99	$7.95
2	Everlife Flashlight	ARM	$19.95	$7.95
3	Tempur-Pedic	Tempur-Pedic Inc.	$0.00	$0.00
4	Ionic Breeze	The Sharper Image	$349.95	$26.95
5	Grass Samurai	Kwik Products Inc.	$19.95	$7.95
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	Bell & Howell ZX4 Shaver	Emson Corp.	$29.95	$17.90
5	Rascal	Electric Mobility	$0.00	$0.00
COMPUTERS & ELECTRONICS				
1	AOL Optimized PC	America Online Inc.	$299.99	$49.95
2	TiVo	TiVo Inc.	$49.99	$0.00
3	Stop Sign	eAcceleration Corp.	$0.00	$0.00
4	Go to My PC	Experticity Inc.	$0.00	$0.00
5	Veloz	eAcceleration Corp.	$0.00	$0.00

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