TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Nutrisystem	Nutrisystem Inc.	Lead-generating	620
2	The Bean	GreenHouse Intl.	Two payments of $24.95 plus $9.95 S&H	416
3	Body Makeover	Provida Life Sciences	Six payments of $19.99 plus $19.99 S&H	410
4	Leg Magic	Allstar Marketing/ Kingstar Direct	30-day trial for $14.95	379
5	Red Exerciser	Red Fitness	30-day, risk-free trial offer $14.95 plus S&H	378
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	548
2	Sheer Cover	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	245
3	Perfect Pigment	Christina Cosmetics Inc.	Risk-free trial for $24.95 plus S&H	197
4	Scalp Med	Modern Health Labs Inc.	60-day, risk-free trial	189
5	Dermacia	Dermacia Inc.	30-day trial plus $9.95 S&H	126
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	223
2	Classic Soft Rock	Time-Life Music	Five payments of $29.95	119
3	Midnight Soul	Time-Life Music	30-day trial for $9.95 plus S&H	97
4	Flower Power	Time-Life Music	Five payments of $29.99 plus S&H	82
5	Classic Sixties	Universal Music	Four payments of $29.99 plus $11.99 S&H	78
HOUSEHOLD/KITCHEN				
1	Worx GT	Positec USA Inc.	Three payments of $33.33 plus $19.73 S&H	317
2	Scooba	iRobot Corp.	30-day trial for $49.99 plus S&H	224
3	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	206
4	Tobi	Sylmark	Four payments of $29.99 plus $29.98 S&H	205
5	Sleep Number Bed	Select Comfort Corp.	Lead-generating	194
BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	636
2	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	212
3	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	187
4	Erica Inc.	Erica Inc.	N/A	161
5	Shortcuts to Internet Millions	Shortcuts LLC	$39.95 plus $14.50 S&H	119

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Perfect Pushup	Nautilus Group	$39.90	$11.67
2	The Bean	GreenHouse Intl.	$49.90	$0.00
3	Enzyte	Berkeley Nutraceutical	$0.00	$0.00
4	Total Gym	Total Gym Fitness LLC	$0.00	$0.00
5	Ab Lounge XL	Fitness Quest Inc.	$1.00	$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
2	Tweeze	TriStar Products	$19.95	$6.99
3	Bosley	Bosley	$0.00	$0.00
4	bareMinerals	MD Beauty	$0.00	$0.00
5	ProCede	Youth Enhancement Systems	$0.00	$0.00
ENTERTAINMENT				
1	Greatest Elvis Collection	Castalian Music	$49.96	$5.95
2	Lots of Trains	Marshal Publishing	$19.99	$5.95
3	Beautiful Worship	Time-Life Music	$9.99	$4.99
4	Monsters of Rock	Razor & Tie Direct	$26.99	$4.99
5	Tracy Lawrence	Castalian Music	$18.98	$4.95
HOUSEHOLD/KITCHEN				
1	Patch Perfect	Eagle Eye Marketing	$19.95	$7.95
2	Urine Gone	McAlister/NPI	$19.99	$7.95
3	Sleep Number Bed	Select Comfort Corp.	$0.00	$0.00
4	SunSetter Awnings	SunSetter Products	$0.00	$0.00
5	Forearm Forklift	Above All Co.	$19.95	$6.95
PERSONAL				
1	Mobility Products	Mobility Products Unlimited	$0.00	$0.00
2	Maxoderm	Barmensen Labs LLC	$0.00	$0.00
3	Hoveround	Hoveround Corp.	$0.00	$0.00
4	LIsten Up	IdeaVillage	$14.99	$6.99
5	Joint & Muscle Pain Relief	Advanced Physicians Products	$19.95	$5.95

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