Research The IMS Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Nutrisystem	Nutrisystem Inc.	Lead-generating	285
2	Extenze	Maximizer Health	Lead-generating	213
3	Dual Action Cleanse	Cellular Research	$129.80 plus S&H	212
4	P90X	BeachBody.com	3 payments of $49.95 plus $19.95 S&H	204
5	Natural Cures	ITV Global	$14.94 plus $9.95 S&H	186
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	330
2	Natural Advantage	Guthy-Renker Corp.	$29.95 plus $7.95 S&H	146
3	Proactiv Solution	Guthy-Renker Corp.	One month supply for $19.95 plus $5.95 S&H	131
4	Murad	Murad	$29.95 plus $6.95 S&H	124
5	Sheer Cover	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	113
ENTERTAINMENT				
1	Flower Power	Time-Life Music	Five payments of $29.99 plus S&H	96
2	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	94
3	Classic Soft Rock	Time-Life Music	Five payments of $29.95	78
4	The Soul Story	Time-Life Music	30-day trial for $9.95 plus S&H	69
5	Malt Shop Memories	Time-Life Music	Four payments of $29.99 plus S&H	58
HOUSEHOLD/KITCHEN				
1	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	243
2	Tobi Steamer	Sylmark	Four payments of $29.95 plus $29.98 S&H	242
3	Shark Steam Mop	Euro-Pro	Three payments of $33 plus $29.98 S&H	240
4	Sleep Number Bed	Select Comfort Corp.	Lead-generating	144
5	Magic Bullet	Homeland Housewares	Lead-generating	131
BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	528
2	Shortcuts to Internet Millions	Shortcuts LLC	$39.95 plus $14.50 S&H	324
3	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	232
4	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	188
5	Real Estate Millionaire	ITV Global	$24.95 plus $9.95 S&H	123

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Perfect Pushup	PT Metrics Inc.	$39.90	$11.67
2	Enzyte	Berkeley Nutraceutical	$0.00	$0.00
3	Nutrisystem for Men	NutriSystem Inc.	$0.00	$0.00
4	Slendertone Flex	Slendertone Inc.	$14.95	$0.00
5	Bowflex Home Gyms	Nautilus Inc.	$0.00	$0.00
BEAUTY				
1	Bosley	Bosley	$0.00	$0.00
2	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
3	Tweeze	TriStar Products	$19.95	$6.99
4	ProCede	Youth Enhancement Systems	$0.00	$0.00
5	Hair Club	Hair Club for Men Ltd.	$0.00	$0.00
ENTERTAINMENT				
1	Ultimate Santana	Sony BMG Direct	$0.00	$0.00
2	Girls Gone Wild	Mantra Films Inc.	$9.99	$6.99
3	iWorship 24:7	Sony BMG Direct	$19.98	$4.98
4	Flexwing Glider	Brainstorm Products LLC	$16.99	$4.99
5	The Night Exchange	Lavalife Inc.	$0.00	$0.00
HOUSEHOLD/KITCHEN				
1	Green Bags	Allstar Marketing LLC	$9.95	$6.95
2	Sleep Number Bed	Select Comfort Corp.	$0.00	$0.00
3	ThermoSpas	ThermoSpas Inc.	$3,495	$0.00
4	SonicScrubber	SonicScrubbers LLC	$19.99	$9.98
5	Quik-Brite	Merchant Media LLC	$14.99	$7.99
PERSONAL				
1	ExtenZe	e-Vita Labs	$0.00	$0.00
2	Mobility Products	Mobility Products Unlimited	$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	Advance Physicians Products	$19.95	$5.95

Copyright 2007, Infomercial Monitoring Service Inc. Satellite 2, 810 Parkway Blvd., Broomall, PA 19008, USA. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: catanese@imstv.com. **Ranking for October 2007.** Based solely on frequency of programs aired on national cable networks monitored. IMS is a research and publishing company that tracks both long- and short-form DRTV on national cable and satellite. Its database and video library services companies involved in all aspects of the DR industry. IMS provides weekly and monthly reports of DRTV rankings, verification, evaluations, research, consulting, film and video production, post-production and broadcast duplication.