Research The Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RAN	K PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS	RAN	K PRODUC
	HEALTH & FITNE	SS				HEAL
1	P90X	BeachBody.com	3 payments of \$39.95 plus \$19.95 S&H	305	1 2	Perfec
2	10-Minute Trainer	BeachBody.com	2 payments of \$39.99 plus \$12.95 S&H	257	3	Nutrisy 5-Hou
3	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	181	4	Perfec
4	Ab Rocket	Emson Corp.	30-day trial for \$14.95	169	5	Lipoze
5	Extenze	Biotab Nutraceuticals Inc.	Lead-generating	168		
	BEAUTY					BEAL
1	bareMinerals	Bare Escentuals Inc.	2 payments of \$29.99 plus S&H	235	1	Proact
2	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	213	2	Neutro
3	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	197	3	Bosley
4	Kiyoseki	TriStar Products	Three payments of \$33.33	151	4	Medica
_	Marrad Danageman	Morealles	plus \$19.99 S&H	122	3	bareM
5	Murad Resurgence	Murad Inc.	\$39.95 plus \$6.95 S&H	133	l	
	ENTERTAINMENT	Ī				ENTE
1	Oldies But Goodies	Time-Life Music	4 payments of \$29.99 plus S&H	73	1	Color N
2	Carol Burnett	Guthy-Renker Ent.	\$9.95 plus \$3.95 S&H	34	2	Havoc
3	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$6.99 S&H	28	3	Turbo I
4	Rock Ballads	Time-Life Music	5 payments of \$29.99 plus S&H	27	4	Buzz C
5	Country Romance	Time-Life Music	4 payments of \$29.99 plus S&H	23	5	Benda
	HOUSEHOLD/KIT	CHEN				20
1	Shark VX3	F D	3 payments of \$29.95 plus			
		Euro-Pro		207		HOU
2	Shark Steam Mop	Euro-Pro	\$15.95 S&H 3 payments of \$33 plus \$15 S&H	207 175	1	HOU Sham\
2	Shark Steam Mop Nu-Wave	Euro-Pro Hearthware Home	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus		1 2	
3	Nu-Wave	Euro-Pro Hearthware Home Products	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H	175 140		Sham\
3 4t	Nu-Wave Ronco Six-Star	Euro-Pro Hearthware Home Products Ronco Inc.	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H	175 140 118	2	Sham\ Save A
3 4t	Nu-Wave	Euro-Pro Hearthware Home Products	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H	175 140	2	Sham\ Save A Aqua (
3 4t	Nu-Wave Ronco Six-Star	Euro-Pro Hearthware Home Products Ronco Inc. Oreck Direct	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H	175 140 118	2 3 4	Sham\ Save A Aqua (Aweso
3 4t	Nu-Wave Ronco Six-Star Oreck Air	Euro-Pro Hearthware Home Products Ronco Inc. Oreck Direct	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H	175 140 118	2 3 4	Sham\ Save A Aqua (Aweso
3 4t 4t 1 2	Nu-Wave Ronco Six-Star Oreck Air BUSINESS OPPO Free & Clear Auctions For Income	Euro-Pro Hearthware Home Products Ronco Inc. Oreck Direct RTUNITY Amazing Profits LLC Auction Profits LLC	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H Lead-generating \$39.95 plus \$14.50 S&H \$39.95 plus \$12.00 S&H	175 140 118 118 533 259	2 3 4	Sham\ Save A Aqua (Aweso Bissell
3 4t 4t 1	Nu-Wave Ronco Six-Star Oreck Air BUSINESS OPPO Free & Clear	Euro-Pro Hearthware Home Products Ronco Inc. Oreck Direct RTUNITY Amazing Profits LLC Auction Profits LLC Dalbey Education	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H Lead-generating \$39.95 plus \$14.50 S&H	175 140 118 118	2 3 4 5	Sham\ Save A Aqua (Aweso Bissell
3 4t 4t 1 2 3	Nu-Wave Ronco Six-Star Oreck Air BUSINESS OPPO Free & Clear Auctions For Income Cash Flow Business	Euro-Pro Hearthware Home Products Ronco Inc. Oreck Direct RTUNITY Amazing Profits LLC Auction Profits LLC Dalbey Education Institute	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H Lead-generating \$39.95 plus \$14.50 S&H \$39.95 plus \$12.00 S&H \$39.95	175 140 118 118 533 259 168	2 3 4 5 5	Sham\ Save A Aqua (Aweso Bissell PERS ExtenZ
3 4t 4t 1 2	Nu-Wave Ronco Six-Star Oreck Air BUSINESS OPPO Free & Clear Auctions For Income	Euro-Pro Hearthware Home Products Ronco Inc. Oreck Direct RTUNITY Amazing Profits LLC Auction Profits LLC Dalbey Education Institute	\$15.95 S&H 3 payments of \$33 plus \$15 S&H 3 payments of \$39.99 plus \$19.95 S&H 3 payments of \$13.33 plus S&H Lead-generating \$39.95 plus \$14.50 S&H \$39.95 plus \$12.00 S&H	175 140 118 118 533 259	2 3 4 5 5	Sham\ Save A Aqua (Aweso Bissell PERS ExtenZ Vibrati

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RAN	K PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
	HEALTH & FITNESS			
1	Perfect Pushup	BodyRev LLC	\$39.90	\$11.67
2	Nutrisystem Advanced	Nutrisystem Inc.	\$293.72	\$0.00
3	5-Hour Energy	Living Essentials Inc.	\$0.00	\$0.00
4	Perfect Pullup	BodyRev LLC	\$99	\$17.42
5	Lipozene	Obesity Research Inst.	\$29.95	\$0.00
	BEAUTY			
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
2	Neutrogena skiniD	Neutrogena Corp.	\$39.90	\$6.95
3	Bosley	Bosley Inc.	\$0.00	\$0.00
4	Medical Hair Restoration	Medical Hair Restoration	\$0.00	\$0.00
3	bareMinerals	Bare Escentuals Inc.	\$59.98	\$9.99
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	ENTERTAINMENT			
1	Color Me Gemz	Mattel Inc.	\$19.95	\$9.95
2	Havoc Stinger	Spin Direct	\$29.95	\$9.99
3	Turbo Pro Wheelie Cycle	Mattel Inc.	\$89.95	\$14.95
4	Buzz Cuts	Razor & Tie Direct LLC	\$26.99	\$5.95
5	Bendaroos	Merchant Media	\$19.99	\$7.99
	HOUSEHOLD/KITCHE	· N.		
1	HOUSEHOLD/KITCHE		ф10.0F	φ 7 0.5
1	ShamWow	ShamWow Inc.	\$19.95	\$7.95
2	Save A Blade	Exceptional Products Inc.		\$7.95 \$7.95
3 4	Aqua Globes	Allstar Marketing LLC SAS Group Inc.	\$14.99 \$19.95	\$7.95 \$8.95
5	Awesome Auger Bissell ProHeat 2X	SAS Group Inc. Bissell Homecare Inc	\$19.95	\$8.95 \$0.00
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	PERSONAL			
1		. What also	Φ0.00	Φ0.00
1	ExtenZe	e-Vita Labs	\$0.00	\$0.00
2	Vibrating Touch	Church & Dwight Co.	\$19.99	\$6.99
3	Hoveround Pos-T-Vac	Hoveround Corp.	\$0.00	\$0.00
4 5	Pos-1-vac Joint & Muscle Pain Relief	Rejoyn Medical Systems	\$146.00	\$15.00
)	Joint & Muscie Pain Kellet	Advance Physicians Prod	. \$19.95	\$5.95

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