

## TOP 6 VERTICAL MARKETS NATIONAL CABLE **INFOMERCIAL** RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
<b>HEALTH &amp; FITNESS</b>				
1	Bowflex	The Nautilus Group	Monthly payments as low as \$19	366
2	Dual Action Cleanse	Longevity & Health	Lead-generating	292
3	Ab Lounge XL	Fitness Quest	\$14.95 (trial) with free S&H	275
4	Sea Vegg	ITV Direct	\$39.95 plus \$9.95 S&H	260
5	Sauna Belt	M2 Direct Response LLC	Two payments of \$39.99 plus S&H	246
<b>BEAUTY</b>				
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	449
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	230
3	Ionic White	Ionic White LLC	Two payments of \$39.99 plus S&H	206
4	Face Disc	Good Stuff LLC	\$29.95 (30-day trial) plus \$8.95 S&H	153
5	Proactiv Solution	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	151
<b>ENTERTAINMENT</b>				
1	'70s Explosion	Time-Life Music	Four payments of \$29.99 plus \$12.99 S&H	179
2	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	144
3	Country Superstars	Time-Life Music	Four payments of \$29.99 plus \$12.99 S&H	122
4	Soul '70s	Universal Music	Four payments of \$29.99 plus \$11.99 S&H	120
5	Classic Soul Ballads	Time-Life Music	Four payments of \$29.99 plus \$12.99 S&H	69
<b>HOUSEHOLD / KITCHEN</b>				
1	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	409
2	Little Giant Ladder	Wing Enterprises Inc.	Four payments of \$89	347
3	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	322
4	Oreck XL	Oreck Direct	Lead-generating	222
5	FoodSaver Advanced	Tilia Inc.	Three payments of \$43.33 plus \$24.95 S&H	140
<b>BUSINESS OPPORTUNITY</b>				
1	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	249
2	Jeff Paul System	Jeff Paul Systems	\$29.95 plus \$12.50 S&H	205
3	Carleton Sheets	Professional Education Institute	30-day trial for \$9.95 S&H	180
4	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	171
5	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	138
<b>MISCELLANEOUS</b>				
1	American Leg. Guitar	HSN Direct	Three payments of \$66 plus \$18.95 S&H	280
2	Flex Protex	ITV Direct	Lead-generating	278
3	WalkFit Orthotics	Phase 4 Orthotics LLC	\$19.95 plus \$9.95 S&H	270
4	Cable Shopping Network	Cable Shopping Network	\$89.95 plus \$9.95 S&H	199
5	Feed the Children	Feed the Children	\$8 monthly donation	181

## TOP 6 VERTICAL MARKETS NATIONAL CABLE **SPOT** RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>HEALTH &amp; FITNESS</b>				
1	Leptopril	Generix Laboratories	\$53	\$0.00
2	Relacore	Carter-Reed Co. LLC	\$0.00	\$0.00
3	Ab Lounge	Fitness Quest Inc.	\$14.95	\$0.00
4	Focus Factor	Vital Basics Inc.	\$0.00	\$5.00
5	Bowflex Xtreme	Nautilus Group	\$0.00	\$0.00
<b>BEAUTY</b>				
1	Just a Trim	Ideavillage	\$14.99	\$5.99
2	bareMinerals	MD Beauty	\$0.00	\$0.00
3	ProCede	Youth Enhancement Systems	\$0.00	\$0.00
4	StaTight	BioLogic Solutions	\$0.00	\$8.40
5	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
<b>ENTERTAINMENT</b>				
1	Country's Got Heart	Time-Life Music	\$16.99	\$4.99
2	I Can Only Imagine	Time-Life Music	\$9.99	\$4.99
3	John Fogerty	Castalian Music	\$18.98	\$4.95
4	Girls Gone Wild	Mantra Films Inc.	\$9.99	\$6.99
5	Open the Eyes of My Heart	Time-Life Music	\$9.99	\$6.99
<b>HOUSEHOLD / KITCHEN</b>				
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	Cold Heat	Merchandise Direct	\$19.95	\$6.95
<b>PERSONAL</b>				
1	Bell & Howell ZX4 Shaver	Emson Corp.	\$29.95	\$17.90
2	Spin Spa	IdeaVillage	\$19.99	\$7.99
3	Titanium Turbo	IdeaVillage	\$14.99	\$5.99
4	Hoveround	Hoveround Corp.	\$0.00	\$0.00
5	O-Ray	QT Inc.	\$19.95	\$9.95
<b>COMPUTERS &amp; ELECTRONICS</b>				
1	TiVo	TiVo Inc.	\$49.99	\$0.00
2	Wirefly	InPhonic Inc.	\$0.00	\$0.00
3	Rhapsody	RealNetworks Inc.	\$0.00	\$0.00
4	Stop Sign	eAcceleration Corp.	\$0.00	\$0.00
5	Fuji Finepix	Fuji Photo Film USA	\$0.00	\$0.00

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