TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	P90X	BeachBody	3 payments of $39.95 plus $19.95 S&H	354
2	Dual Action Cleanse	Cellular Research	Lead-generating	271
3	Extenze	Biotab Nutraceuticals Inc.	Lead-generating	229
4	Core Rhythms	DV Creations Inc.	3 payments of $19.95 plus $9.95 S&H	226
5	Hip-Hop Abs	BeachBody	3 payments of $19.95 plus $12.95 S&H	225
BEAUTY				
1	InStyler	Tre Milano LLC	30-day trial for $14.99	285
2	bareMinerals	Bare Escentuals	2 payments of $29.99 plus $9.99 S&H	240
3	Meaningful Beauty	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	127
4	Murad Resurgence	Murad Inc.	$39.95 plus $6.95 S&H	103
5	Luminess Air	Luminess LP	30-day trial for $29.95 plus S&H	86
ENTERTAINMENT				
1	Oldies But Goodies	Time-Life Music	4 payments of $29.99 plus $12.99 S&H	59
2	The Best Of Johnny Carson	R2 Entertainment	$39.99 plus $9.99 S&H	53
3	Romancing the 70s	Time-Life Music	4 payments of $29.99 plus $12.99 S&H	52
4	Carol Burnett	Guthy-Renker Ent.	$9.95 plus $3.95 S&H	30
5	Girls Gone Wild	Mantra Entertainment	$9.99 plus $6.99 S&H	28
HOUSEHOLD/KITCHEN				
1	Power Juicer	TriStar Products	4 payments of $29.99 plus S&H	236
2	Nu-Wave	Hearthware Home Products	3 payments of $39.99 plus $19.95 S&H	192
3	Sleep Number Bed	Select Comfort Corp.	Lead-generating	182
4	Shark Steam Mop	Euro-Pro	4 payments of $24.95 plus S&H	175
5	Shark VX3	Euro-Pro	4 payments of $24.95 plus S&H	169
BUSINESS OPPORTUNITY				
1	Free & Clear	Amazing Profits LLC	$39.95 plus $14.50 S&H	581
2	Shortcuts to Internet Millions	Jeff Paul LLC	$39.95 plus $14.50 S&H	372
3	Auctions For Income	Auction Profits LLC	$39.95 plus $12.00 S&H	240
4	Cash Flow Business	Dalbey Education Institute	$39.95	197
5	Real Estate Millionaire	ITV Global	$24.95 plus $9.95 S&H	147

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Iron Gym	OnTel Products Corp.	$29.99	$19.98
2	Alteril	Biotab Nutraceuticals Inc.	$0.00	$0.00
3	Perfect Pullup	BodyRev LLC	$99	$14.95
4	Perfect Pushup	BodyRev LLC	$39.90	$11.67
5	Lipozene	Obesity Research Institute	$29.95	$0.00
BEAUTY				
1	Smooth Away	Smooth Away	$14.99	$6.99
2	Proactiv Solution	Guthy-Renker Corp.	$39.95	$5.95
3	Nail Glitter and Gem	Conair Corp.	$24.99	$9.994
4	Micro Touch Magic	IdeaVillage	$14.99	$5.99
5	Medical Hair Restoration	Medical Hair Restoration	$0.00	$0.00
ENTERTAINMENT				
1	Bendaroos	Merchant Media	$19.99	$7.99
2	Girls Gone Wild	Mantra Films Inc.	$9.99	$6.99
3	Havoc Heli Laser Battle	Spin Direct	$89.95	$0.00
4	Moon Sand	Spin Direct	$29.95	$9.99
5	Cristy Lane: Christmas	Cristy Lane	$14.99	$5.99
HOUSEHOLD/KITCHEN				
1	Heat Surge	Heat Surge LLC	$298	$49
2	ShamWOW	ShamWow Inc.	$19.95	$7.95
3	Twin Draft Guard	Product Trend LLC	$19.99	$7.95
4	Mighty Mendit	Plymouth Direct/McAlister	$19.99	$8.95
5	Wonder Hanger	Wonder Hanger	$9.99	$7.95
PERSONAL				
1	ExtenZe	e-Vita Labs	$0.00	$0.00
2	Vibrating Touch	Church & Dwight Co. Inc.	$19.99	$0.00
3	Joint & Muscle Pain Relief	Advance Physicians Prod.	$19.95	$5.95
4	Inogen One	Open-Aire	$4,995	$0.00
5	The Scooter Store	The Scooter Store Ltd.	$0.00	$0.00

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