

**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	600
2	10-Minute Trainer	BeachBody	2 payments of \$39.95 plus \$12.95 S&H	379
3	ExtenZe	Biotab Nutraceuticals Inc.	Lead-generating	323
4	Dual Action Cleanse	Cellular Research	Lead-generating	256
5	Total Gym XLS	Total Gym Fitness LLC	30-day trial for \$49.95	244
BEAUTY				
1	bareMinerals	Bare Escentuals	2 payments of \$29.99 plus \$9.99 S&H	248
2	InStyler	Tre Milano LLC	30-day trial for \$14.99	188
3	Hair Club	Hair Club for Men Ltd.	Lead-generating	143
4	Luminess Air	Luminess LP	30-day trial for \$29.95 plus S&H	139
5	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	106
ENTERTAINMENT				
1	Romancing the 70s	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	49
2	The Motown Collection	Time-Life Music	5 payments of \$29.99	46
3	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$6.99 S&H	42
4	Rock Ballads	Time-Life Music	5 payments of \$29.99 plus S&H	19
5	The Midnight Special	Guthy-Renker Corp.	\$9.95 plus \$3.95 S&H	16
HOUSEHOLD				
1	Topsy Turvy	Allstar Marketing Group	2 payments of \$19.95 plus \$19.95 S&H	233
2	Monster 1200W	Euroflex	2 payments of \$33.33 plus \$14.99 S&H	224
3	Nu-Wave Oven	Hearthware Home Products	3 payments of \$39.99 plus \$29.95 S&H	204
4	Shark Steam Mop	Euro-Pro	3 payments of \$33 plus \$15 S&H	154
5	Sleep Number	Select Comfort Corp.	Lead-generating	153
BUSINESS OPPORTUNITY				
1	Shortcuts to Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	599
2	Free & Clear	Amazing Profits LLC	\$39.95 plus \$14.50 S&H	437
3	Cash Flow Business Institute	Dalbey Education	\$39.95	246
4	Debt Cures	Quick Serve Network Direct	\$29.95 plus \$11.95 S&H	144
5	Auctions For Income	Auction Profits LLC	\$39.95 plus \$12.00 S&H	130

**TOP 5 VERTICAL MARKETS
NATIONAL CABLE SPOT RANKINGS**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	NordicTrack Incline Trainer	Icon Health & Fitness	\$1,099	\$0.00
2	5-Hour Energy	Living Essentials	\$0.00	\$0.00
3	Zylotrim	Zylotrim	\$29.95	\$0.00
4	Nutrisystem Advanced for Men	Nutrisystem Inc.	\$329.95	\$0.00
5	Iron Gym	Ontel Products Corp.	\$29.99	\$19.98
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$39.95	\$5.95
2	Smooth Away	Smooth Away	\$14.99	\$6.99
3	Bumpits	Big Happie Hair Inc.	\$19.99	\$0.00
4	EZ Comb	TELEBrands	\$10	\$6.99
5	Vaniqa	SkinMedica Inc.	\$0.00	\$0.00
ENTERTAINMENT				
1	Sports Illustrated	Time Inc.	\$0.00	\$0.00
2	Alvin & The Chipmunks	Razor & Tie Direct LLC	\$18.98	\$5.95
3	Wild America	Wild America	\$9.95	\$4.95
4	Bendaroos	Merchant Media	\$19.99	\$7.99
5	Girls Gone Wild	Mantra Films Inc.	\$9.99	\$6.99
HOUSEHOLD/KITCHEN				
1	Slap Chop	Slap Chop	\$19.95	\$0.00
2	Topsy Turvy	Allstar Marketing LLC	\$19.99	\$7.95
3	Riddex Plus	Riddex Plus	\$29.95	\$8.95
4	Oreck XL Ultra	Oreck Corp.	\$0.00	\$0.00
5	ShamWow	ShamWow Inc.	\$19.95	\$7.95
PERSONAL				
1	ExtenZe	Biotab Nutraceuticals Inc.	\$0.00	\$0.00
2	Hoveround	Hoveround Corp.	\$0.00	\$0.00
3	Vibrating Touch	Church & Dwight Co.	\$19.99	\$0.00
4	The Scooter Store	The Scooter Store Ltd.	\$0.00	\$0.00
5	Pure Sleep	The Pure Sleep Co.	\$59.99	\$7.95

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