TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Total Gym	American Telecast	12 payments of $49.95 plus S&H	336
2	Bowflex	Nautilus Group Inc.	Lead-generating	335
3	Ab Lounge XL	Quest Direct Inc.	$14.95 (trial) with free S&H	244
4	Sea Vegg	ITV Direct	$39.95 plus $9.95 S&H	198
5	Dual-Action Cleanse	Cellular Research	Lead-generating	167
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	390
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	215
3	MakeUp Optional	Philosophy	30-day trial for $29.95 plus $9.95 S&H	145
4	Sheer Cover	Guthy-Renker Corp.	$29.95 plus S&H	136
5	Proactiv Solution	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	112
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	131
2	Classic Soul Ballads	Time-Life Music	30-day trial for $9.95 including S&H	87
3	'70s Explosion	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	84
4	Wild Party Girls	Tahi Entertainment	$8.95 S&H only	71
5	'80s Gold	Universal Music	Four payments of $29.99 plus $11.99 S&H	66
HOUSEHOLD / KITCHEN				
1	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	352
2	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus $39.98 S&H	294
3	Oreck Air	Oreck Direct	90-day risk-free trial including S&H	233
4	Oreck XL	Oreck Direct	Lead-generating	223
5	Power Juicer	Power Juicer LLC	Two payments of $49.90 plus $19.99 S&H	159
BUSINESS OPPORTUNITY				
1	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 plus $24.95 S&H	320
2	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	195
3	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	193
4	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	145
5	Millionaire Mindset	Sunshine Direct	Three payments of $49.95 plus $14.95 S&H	62
MISCELLANEOUS				
1	Vonage	Vonage	$24.99/month	179
2	Fine Art Showcase	New Media Frontier	N/A	171
3	Feed the Children	Feed the Children	$8 monthly donation	140
4	Cable Shopping Net.	Cable Shopping Network	$49.95 plus $9.95 S&H	133
5	Cutlery Corner Net.	Cutlery Corner Network	N/A	114

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Relacore	Carter-Reed Co. LLC	$0.00	$0.00
2	Total Gym	American Telecast	$0.00	$0.00
3	Bowflex Xtreme	Nautilus Group	$0.00	$0.00
4	Leptopril	Generix Laboratories	$0.00	$0.00
5	OsteoValin	Carter-Reed Co. LLC	$0.00	$0.00
BEAUTY				
1	bareMinerals	MD Beauty	$0.00	$0.00
2	ProCede	Youth Enhancement Systems	$0.00	$0.00
3	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
4	Epiclear	Epiclear LLC	$0.00	$4.95
5	Just-A-Trim	IdeaVillage	$14.99	$5.99
ENTERTAINMENT				
1	Country's Got Heart	Time-Life Music	$16.99	$4.99
2	Kenny G: The Essential	SonyBMG Direct	$24.98	$4.98
3	I Can Only Imagine	Time-Life Music	$9.99	$4.99
4	Totally Country 5	SonyBMG Direct	$18.98	$4.95
5	Girls Gone Wild	Mantra Entertainment	$9.99	$6.99
HOUSEHOLD / KITCHEN				
1	Pasta Express	TriStar Products	$19.99	$6.99
2	iJoy	Interactive Health Inc.	$0.00	$49.99
3	Ionic Breeze	The Sharper Image	$349.95	$26.95
4	Faraday Flashlight	Direct to Retail	$19.95	$7.95
5	Space Bag	ITW Space Bag Inc.	$19.95	$7.95
PERSONAL				
1	Spin Spa	IdeaVillage	$19.99	$7.99
2	Maxoderm	Barmensen Labs LLC	$0.00	$0.00
3	Joint & Muscle Pain Relief	Advance Physicians Products	$19.95	$5.95
4	Breathe Free	Mayan Laboratories LLC	$0.00	$5.95
5	Mobility Products	Invacare Corp.	$0.00	$0.00
COMPUTERS & ELECTRONICS				
1	Stop Sign	eAcceleration Corp.	$0.00	$0.00
2	Singing Coach	Electronic Learning Products	$0.00	$9.95
3	Power Cop	Power Cop	$29.95	$7.95
4	Wirefly	InPhonic Inc.	$0.00	$0.00
5	Bose Quiet Comfort II	Bose Corp.	$0.00	$0.00

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