TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Turbo Jam	BeachBody.com	Two payments of $19.95 plus $12.95 S&H	412
2	Total Gym	American Telecast	12 payments of $49.95 plus S&H	297
3	Ab Lounge XL	Quest Direct Inc.	$14.95 (trial) with free S&H	290
4	Bowflex	Nautilus Group Inc.	Lead-generating	241
5	Dual-Action Cleanse	Cellular Research	Lead-generating	220
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	440
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	253
3	Sheer Cover	Guthy-Renker Corp.	$29.95 plus S&H	144
4	Proactiv Solution	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	119
5	Principal Secret	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	85
ENTERTAINMENT				
1	'80s Gold	Universal Music	Four payments of $29.99 plus $11.99 S&H	137
2	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	135
3	Classic Soul Ballads	Time-Life Music	30-day trial for $9.95 including S&H	121
4	Ultimate Love Songs	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	92
5	Soul '70s	Universal Music	Four payments of $29.99 plus $11.99 S&H	82
HOUSEHOLD / KITCHEN				
1	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	311
2	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus $39.98 S&H	308
3	Oreck Air	Oreck Direct	90-day risk-free trial including S&H	233
4	Oreck XL	Oreck Direct	Lead-generating	222
5	Ionic Breeze	The Sharper Image	Five payments of $69.99 including S&H	203
BUSINESS OPPORTUNITY				
1	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 plus $24.95 S&H	328
2	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	222
3	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	175
4	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	138
5	Millionaire Mindset	Sunshine Direct	Three payments of $49.95 plus $14.95 S&H	74
MISCELLANEOUS				
1	Fine Art Showcase	New Media Frontier	N/A	160
2	Cable Shopping Net.	Cable Shopping Network	$49.95 plus $9.95 S&H	157
3	Vonage	Vonage	$24.99/month	149
4	Treasure Hunter	N/A	N/A	140
5	Feed the Children	Feed the Children	$8 monthly donation	114

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Total Gym	American Telecast	$0.00	$0.00
2	Ab Lounge XL	Fitness Quest Inc.	$14.95	$0.00
3	Bowflex Xtreme	Nautilus Group	$0.00	$0.00
4	Leptopril	Generix Laboratories	$0.00	$0.00
5	Focus Factor	Vital Basics Inc.	$0.00	$5.00
BEAUTY				
1	bareMinerals	MD Beauty	$0.00	$0.00
2	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
3	ProCede	Youth Enhancement Systems	$0.00	$0.00
4	Epiclear	Epiclear LLC	$0.00	$4.95
5	Cosmetique	Cosmetique Inc.	$0.00	$4.95
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	Guys Gone Wild	Mantra Entertainment	$19.99	$6.99
5	Open the Eyes of My Heart	Time-Life Music	$9.99	$4.99
HOUSEHOLD / KITCHEN				
1	Ionic Breeze	The Sharper Image	$349.95	$26.95
2	Faraday Flashlight	Direct to Retail	$19.95	$7.95
3	iJoy	Interactive Health Inc.	$0.00	$49.99
4	Urine Gone	McAlister/NPI	$19.99	$7.95
5	Pasta Express	TriStar Products	$19.99	$6.99
PERSONAL				
1	Joint & Muscle Pain Relief	Advance Physicians Products	$19.95	$5.95
2	Spin Spa	IdeaVillage	$19.99	$7.99
3	Mobility Products	Invacare Corp.	$0.00	$0.00
4	Back Relief Belt	AllStar Marketing LLC	$19.95	$7.95
5	The Scooter Store	The Scooter Store Ltd.	$0.00	$0.00
COMPUTERS & ELECTRONICS				
1	Rhapsody	RealNetworks Inc.	$0.00	$0.00
2	Stop Sign	eAcceleration Corp.	$0.00	$0.00
3	Singing Coach	Electronic Learning Products	$0.00	$9.95
4	eMusic	eMusic.com Inc.	$0.00	$0.00
5	Veloz	eAcceleration Corp.	$0.00	$0.00

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