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	450
2	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for $14.95	311
3	Insanity	Beachbody	3 payments of $39.95 plus $24.95 S&H	309
4	Total Gym	Total Gym Fitness LLC	30-day trial for $49.95	305
5	Food Lovers Fat-Loss System	Food Lovers LLC	6 payments of $19.99 plus S&H	226
BEAUTY				
1	bareMinerals	Bare Escentuals	$29.99 plus $5.99 S&H	142
2	Youthology	Capitol Brands LLC	$39.99 plus $9.99 S&H	113
3t	Luminess Air	Luminess LP	30-day trial for $29.95 plus S&H	84
3t	Wen	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	84
5	Sheer Cover	Guthy-Renker Corp.	$29.95 plus $5.99 S&H	67
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	$9.99 plus 6.99 S&H	92
2	Pop Memories	Time-Life Music	5 payments of $29.99 plus S&H	63
3	Golden Age of Country	Time-Life Music	4 payments of $29.99 plus $12.99 S&H	45
4	Flower Power	Time-Life Music	5 payments of $29.99 plus S&H	18
5	Romancing the 70s	Time-Life Music	4 payments of $29.95 plus S&H	10
HOUSEHOLD				
1	Miracle Fireplace	Heat Surge	$298 plus $49 S&H	283
2	Living Well HealthMaster	Tristar Products	4 payments of $49.99 plus S&H	209
3	Nu-Wave	Hearthware Home Products	3 payments of $39.99 plus S&H	165
4	Bullet Express	Capitol Brands LLC	6 payments of $19.99 plus S&H	132
5	Sleep Number	Select Comfort Corp.	Lead-generating	110
BUSINESS OPPORTUNITY				
1	Advertising Profits	Visionary Strategies LLC	$19.95 plus $9.95 S&H	194
2	Cash Flow Business	Dalbey Education	$39.95	187
3	Debt Cures II	Debt Cures	$19.95 plus $11.95 S&H	137
4	Foreclosure Fortunes	Foreclosure Fortunes	$39.95 plus S&H	57
5	Nopalea	TriVita	$9.95 S&H	17

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Tower 200	Body By Jake	$14.95	$0.00
2	Shake Weight	Fitness IQ	$19.95	$7.95
3	X-Factor	Weider Fitness	$99	$0.00
4	Smart for Life	Lavi Enterprises LLC	$279	$0.00
5	NordicTrack Incline Trainer	Icon Health & Fitness	$1,299	$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker	$19.95	$0.00
2	Neckline Slimmer	Neckline Slimmer	$19.99	$7.95
3	Hydrolyze	Hydrolyze	$0.00	$0.00
4	InStyler	Tre Milano LLC	$14.99	$0.00
5	White Smile USA	White Smile USA	$0.00	$9.95
ENTERTAINMENT				
1	California Psychics	Outlook Amusement Inc.	$0.00	$0.00
2	The Edge	Razor & Tie Direct	$29.99	$0.00
3	Wild America	Wild America	$9.95	$4.95
4	Kidz Bop	Razor & Tie Direct	$13.98	$5.95
5	Monster Ballads	Razor & Tie Direct	$29.99	$0.00
HOUSEHOLD/KITCHEN				
1	ShamWow	ShamWow	$19.95	$7.95
2	Twin Draft Guard	Hampton Direct	$19.99	$7.95
3	Wonder Hanger	Hampton Direct	$9.99	$7.95
4	Turbo Snake	Ontel Products Corp.	$19.99	$0.00
5	Mister Steamy	Merchant Media LLC	$19.99	$6.99
PERSONAL				
1	Tronix Country	Tronix Country	$0.00	$0.00
2	Encore Dental	Stonebridge Life Ins. Co.	$0.00	$0.00
3	Money Mutual	Money Mutual	$0.00	$0.00
4	800 Credit Card Debt	800 Credit Card Debt Inc.	$0.00	$0.00
5	Credit Answers	CreditAnswers LLC	$0.00	$0.00

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