

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
<b>HEALTH &amp; FITNESS</b>				
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
<b>BEAUTY</b>				
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
<b>ENTERTAINMENT</b>				
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
<b>HOUSEHOLD</b>				
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
<b>BUSINESS OPPORTUNITY</b>				
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
<b>HEALTH &amp; FITNESS</b>				
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
<b>BEAUTY</b>				
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
<b>ENTERTAINMENT</b>				
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
<b>HOUSEHOLD/KITCHEN</b>				
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
<b>PERSONAL</b>				
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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