

**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	488
2	Insanity	Beachbody	3 payments of \$39.95 plus \$24.95 S&H	332
3	Six Week Body Makeover	Provida Life Sciences	\$119.94 plus \$19.99 S&H	232
4	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95	201
5	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	165
BEAUTY				
1	bareMinerals	Bare Escentuals	\$29.99 plus \$5.99 S&H	174
2	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	145
3	Luminess Air	Luminess LP	30-day trial for \$29.95 plus S&H	106
4	Curl Confidence	Ouidad Products LLC.	\$29.95 plus \$9.95 S&H	103
5	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	91
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus 6.99 S&H	83
2	Pop Memories	Time-Life Music	5 payments of \$29.99 plus S&H	62
3	Golden Age of Country	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	30
4	Dean Martin Variety	Guthy-Renker Corp.	\$9.95 plus \$3.95 S&H	13
5	Flower Power	Time-Life Music	5 payments of \$29.99 plus S&H	11
HOUSEHOLD				
1	Living Well HealthMaster	Tristar Products	4 payments of \$49.99 plus S&H	225
2	Shark Portable Steam Pocket	Euro-Pro	3 payments of \$33.00	184
3	Nu-Wave	Hearthware Home Products	3 payments of \$39.99 plus S&H	175
4	Ninja	Euro-Pro	3 payments of \$19.95 plus \$14.95 S&H	161
5	Miracle Fireplace	Heat Surge	\$298 plus \$49 S&H	134
BUSINESS OPPORTUNITY				
1	Cash Flow Business	Dalbey Education	\$39.95	172
2	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	147
3	Debt Cures II	Debt Cures	\$19.95 plus \$11.95 S&H	128
4	Foreclosure Fortunes	Foreclosure Fortunes	\$39.95 plus S&H	65
5	Nopalea	TriVita	\$9.95 S&H	18

**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	Quick Trim	Quick Trim LLC	\$0.00	\$0.00
3	Shake Weight	Fitness IQ	\$19.95	\$7.95
4	Jillian Weight Loss	ThinCare Intl.	\$71.77	\$0.00
5	Smart for Life	Lavi Enterprises LLC	\$279	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker	\$19.95	\$0.00
2	Neutrogena skinID	Neutrogena Corp.	\$39.90	\$0.00
3	Hydroxatone	Allergan Inc.	\$0.00	\$6.95
4	Hydrolyze	Hydrolyze	\$0.00	\$0.00
5	InStyler	Tre Milano LLC	\$14.99	\$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusement Inc.	\$0.00	\$0.00
2	The Edge	Razor & Tie Direct LLC	\$29.99	\$0.00
3	Psychic Source	Expert Link Inc.	\$0.00	\$0.00
4	Sports Illustrated	Time Inc.	\$94.33	\$0.00
5	Washington, D.C.	Washington, D.C.	\$0.00	\$0.00
HOUSEHOLD/KITCHEN				
1	Slap Chop	Slap Chop	\$19.95	\$0.00
2	ShamWow	ShamWow	\$19.95	\$7.95
3	Wonder Hanger	Hampton Direct	\$9.99	\$7.95
4	Always Fresh Containers	TV Products USA Inc.	\$19.99	\$8.95
5	Mister Steamy	Merchant Media LLC	\$19.99	\$6.99
PERSONAL				
1	Zestra	Semprae Laboratories	\$49.95	\$0.00
2	ExtenZe	Biotab Nutraceuticals	\$0.00	\$0.00
3	AdamEve.com	PHE Inc.	\$0.00	\$0.00
4	Hoveround	Hoveround Corp.	\$0.00	\$0.00
5	ActivStyle	ActivStyle	\$0.00	\$0.00

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