

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
<b>HEALTH &amp; FITNESS</b>				
1	Nopalea 2	Trivita	Free bottle with \$9.95 S&H	330
2	Six Week Body Makeover	Provida Life Sciences	\$119.94 or 6 payments of \$19.99 plus \$19.99 S&H	287
3	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	211
4	P90X	Beachbody	3 payments of \$39.95 plus \$19.95 S&H	190
5	Zumba	Zumba Fitness LLC	3 payments of \$19.95 plus \$12.95 S&H	130
<b>BEAUTY</b>				
1	MaxClarity	Stiefel Labs	\$19.95	274
2	no!no!	Radiancy	30-day trial for \$19.95 S&H	230
3	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	194
4	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	148
5	bareMinerals	Bare Escentuals Beauty	\$29.99 plus \$5.99 S&H	98
<b>ENTERTAINMENT</b>				
1	Golden Age of Pop	Time-Life Music	5 payments of \$29.99	50
2	Rock Ballads	Time-Life Music	5 payments of \$29.99 plus S&H	42
3	Pure R&B	Time-Life Music	5 payments of \$29.99 plus \$16.99 S&H	29
4	Sweet Soul '70s	Time-Life Music	30-day trial for \$9.95	17
5	Pop Memories	Time-Life Music	5 payments of \$29.99 plus S&H	12
<b>HOUSEHOLD</b>				
1	Shark Vac then Steam	Euro-Pro	4 payments of \$39.95 plus \$29.95 S&H	227
2	Nu-Wave Oven	Hearthware Home	3 payments of \$39.99 plus \$29.95 S&H	203
3	Shark Press & Refresh	Euro-Pro	4 payments of \$29.95	150
4	Shark Steam Pocket	Euro-Pro	4 payments of \$39.95	144
5	Magic Bullet	Homeland Housewares	3 payments of \$33.33 plus \$39.98 S&H	136
<b>BUSINESS OPPORTUNITY</b>				
1	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	220
2	Cash Flow Business	Dalbey Education	\$39.95	157
3	Auctions For Income	Auction Profits LLC	\$19.95 plus \$S&H	77
4	Debt Cures II	Kevin Trudeau's Debt Cures II	\$19.95 plus \$11.95 S&H	48
5	Zaken	Zaken Corp.	30-day trial for \$24.95 plus \$9.95 S&H	5

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>HEALTH &amp; FITNESS</b>				
1	Lipozene	Obesity Research Institute	\$29.95	\$0.00
2	Shake Weight	Fitness IQ	\$29.95	\$9.95
3	Zantrex-3	Zollar Laboratories	\$39.99	\$0.00
4	Belly Burner	2 Elevens LLC	\$7.95	\$0.00
5	Pro-Form Ab Glider	Icon Health & Fitness	\$14.95	\$0.00
<b>BEAUTY</b>				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Bosley	Bosley Inc.	\$0.00	\$0.00
3	Hydrolyze	Hydrolyze	\$0.00	\$0.00
4	Hydroxatone	Allergan Inc.	\$0.00	\$0.00
5	MaxClarity	Stiefel Labs	\$29.95	\$0.00
<b>ENTERTAINMENT</b>				
1	Pillow Pets	Pillow Pets	\$19.95	\$6.95
2	Kidz Bop 18	Razor & Tie Direct LLC	\$13.98	\$0.00
3	Fushigi Ball	IdeaVillage Products Corp.	\$19.99	\$6.99
4	Criss Angel Magic Kit	IdeaVillage Products Corp.	\$29.98	\$7.99
5	Hawk Eye	Spin Direct	\$79.90	\$14.99
<b>HOUSEHOLD/KITCHEN</b>				
1	Dropps	Simoniz USA	\$19.95	\$7.95
2	Spill Daddy	IdeaNation	\$19.99	\$8.95
3	My Dream Table	Milen	\$19.99	\$8.99
4	Mighty Fix It	McAlister/Plymouth Direct	\$10	\$5.95
5	Wonder Hanger	Hampton Direct	\$9.99	\$7.95
<b>PERSONAL</b>				
1	Total Pillow	Hampton Direct	\$19.99	\$7.95
2	iRenew	Harvest Direct	\$19.99	\$7.95
3	zQuiet	Sleeping Well LLC	\$0.00	\$0.00
4	Vibrating Tri-Phoria	Church & Dwight Co.	\$39.99	\$7.95
5	Pure Sleep	Pure Sleep Inc.	\$59.90	\$0.00

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