TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK PRODUCT NAME AIRS MARKETING COMPANY PRICE OFFERED **HEALTH & FITNESS** Nopalea Trivita Free bottle with \$9.95 S&H 276 Six Week Body Provida Life Sciences \$119.94 or 6 payments of 2 223 Makeover \$19.99 plus \$19.99 S&H 3 Extenze Biotab Nutraceuticals One-week free trial 215 Total Gym Total Gym Fitness LLC 30-day trial for \$49.95 158 5 Alteril Biotab Nutraceuticals Free one-week supply 149 plus \$6.95 S&H BEAUTY Guthy-Renker Corp. 1 Meaningful Beauty \$29.95 plus \$5.95 S&H 139 Wen Guthy-Renker Corp. \$29.95 plus \$5.95 S&H 131 2 3 MaxClarity Stiefel Labs \$19.95 119 4 bareMinerals Bare Escentuals \$29.99 plus \$5.99 S&H 109 5 Hair Club Hair Club for Men Lead-generation 102 **ENTERTAINMENT** Singers and Time-Life Music 5 payments of \$29.99 65 Songwriters Golden Age of Pop Time-Life Music 5 payments of \$29.99 35 23 Sweet Soul '70s Time-Life Music 30-day trial for \$9.95 Rock Ballads Time-Life Music 5 payments of \$29.99 plus S&H 18 4t Woodstock Time-Life Music 5 payments of \$29.99 plus S&H 18 HOUSEHOLD Nu-Wave Oven Hearthware Home 3 payments of \$39.99 plus \$29.95 S&H 242 Shark Vac then 2 4 payments of \$39.95 220 Euro-Pro plus \$29.95 S&H Steam 3 EdenPURE Bio Tech Research 60-day trial for \$39 212 4 Shark Press & Euro-Pro 4 payments of \$29.95 192 Refresh Euro-Pro 4 payments of \$49.95 plus \$29.95 S&H 177 5 Shark Navigator **BUSINESS OPPORTUNITY** \$19.95 plus \$9.95 S&H Advertising Profits Visionary 212 Strategies LLC 2 Cash Flow Business **Dalbev Education** \$39.95 136 3 **Auctions For Income** Auction Profits LLC \$19.95 plus S&H 65 Kevin Trudeau's 9 Debt Cures II \$19.95 plus \$11.95 S&H Debt Cures II 2 Foreclosure Fortunes John Alexander's \$39.95 plus S&H Foreclosure Fortunes

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	eDiets	eDiets Inc.	\$0.00	\$0.00
2	Shake Weight	Fitness IQ	\$29.95	\$9.95
3	Nutrisystem Advanced	Nutrisystem Inc.	\$249.95	\$0.00
4	Lipozene	Obesity Research Institu	te \$29.95	\$0.00
5	Bowflex Tread Climber	Nautilus Inc.	\$0.00	\$0.00
	BEAUTY			
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Hydrolyze	Hydrolyze	\$0.00	\$0.00
3	MaxClarity	Stiefel Labs	\$19.95	\$0.00
4	Celtrixa	Hydro-Skin LLC	\$0.00	\$0.00
5	Hydroxatone	Hydro-Skin LLC	\$0.00	\$0.00
	ENTERTAINMENT			
1	California Psychics	Outlook Amusements Inc	. \$0.00	\$0.00
2	Pillow Pets	Pillow Pets	\$19.95	\$6.95
3	Criss Angel Magic Kit	IdeaVillage Products Cor	p. \$29.98	\$7.99
4	Fushigi Ball	IdeaVillage Products Cor	p. \$19.99	\$6.99
5	Hawk Eye	Spin Direct	\$79.90	\$14.99
	HOUSEHOLD/KITCHEN			
1	Dropps	Simoniz USA	\$19.95	\$7.95
2	Wonder Hanger	Hampton Direct	\$9.99	\$7.95
3	Mint	Evolution Robotics	\$249.99	\$0.00
4	Astonish	Maturo Media LLC	\$19.95	\$0.00
5	Sobakawa Pillow	National Express	\$19.99	\$7.95
	PERSONAL			
1	Total Pillow	Hampton Direct	\$19.99	\$7.95
2	iRenew	Harvest Direct	\$19.99	\$7.95
3	Hoveround	Hoveround Corp.	\$0.00	\$0.00
4	Easy Feet	IdeaVillage Products Cor	p. \$14.99	\$7.99
5	zQuiet	Sleeping Well LLC	\$0.00	\$0.00

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