

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	P90X	Beachbody	3 payments of \$40 plus S&H	343
2	Food Lovers Fat-Loss System	Food Lovers LLC	6 payments of \$19.99 plus S&H	313
3	Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95 plus S&H	303
4	Slim in Six	Beachbody	3 payments of \$19.95 plus S&H	211
5	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	184
BEAUTY				
1	bareMinerals	Bare Escentuals	2 payments of \$29.99	268
2	Hair Club	Hair Club for Men Ltd.	Lead-generating	226
3	Murad Resurgence	Murad Inc.	\$39.95 plus \$6.95 S&H	81
4	Bosley	Bosley	Lead-generating	79
5	Sheer Cover	Guthy-Renker Corp.	\$29.95 plus \$5.99 S&H	60
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus 6.99 S&H	109
2	Golden Age of Country	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	81
3	Sweet Soul 70s	Time-Life Music	30-day trial for \$9.95	37
4	Flower Power	Time Life Music	5 payments of \$29.99 plus S&H	18
5	The Midnight Special	Guthy-Renker Entertainment	\$9.95 plus \$3.95 S&H	14
HOUSEHOLD				
1	Bullet Express	Capitol Brands LLC	6 payments of \$19.99	205
2	Shark Navigator	Euro-Pro	4 payments of \$49.95	194
3	Shark Steam Pocket	Euro-Pro	4 payments of \$29.99	156
4	Ronco Six-Star	Ronco Inc.	3 Payments of \$13.33	136
5	Garry Vacuum	Envion	4 payments of \$49.95	121
BUSINESS OPPORTUNITY				
1	Shortcuts To Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	363
2	Cash Flow Business	Dalbey Education	\$39.95	203
3	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H	83
4	Free & Clear	Amazing Profits LLC	\$39.95 plus \$14.50 S&H	76
5	Foreclosure Fortunes	John Alexander's Foreclosure Fortunes	\$39.95 plus S&H	31

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

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Flirty Girl Fitness	Savvier	\$9.99	\$0.00
2	Belly Burner	2 Elevens LLC	\$7.95	\$0.00
3	Quick Start	ThinCare International	\$59.99	\$0.00
4	Bowflex Tread Climber	Nautilus Inc.	\$1,599	\$199
5	Tower 200	Body By Jake	\$159.80	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Hydrolyze	Hydrolyze	\$0.00	\$0.00
3	Hydroxatone	Ailergan Inc.	\$0.00	\$6.95
4	Heel Tastic	TELEBrands Corp.	\$10	\$6.99
5	Bosley	Bosley Inc.	\$0.00	\$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusement Inc.	\$0.00	\$0.00
2	100 Classics For Relaxation	Time-Life Inc.	\$9.99	\$0.00
3	Easy Rock	Razor & Tie Direct LLC	\$29.99	\$6.95
4	The Edge	Razor & Tie Direct LLC	\$29.99	\$0.00
5	Wild America	Wild America	\$9.95	\$4.95
HOUSEHOLD/KITCHEN				
1	Turbo Snake	Ontel Products Corp.	\$19.99	\$0.00
2	Smart Mop	Smart Mop	\$20.00	\$6.99
3	Wonder Hanger	Hampton Direct	\$9.99	\$7.95
4	Water Jet	National Express Online	\$19.95	\$6.95
5	Cyclone Rake	Woodland Power Products Inc.	\$995	\$149
PERSONAL				
1	Timeshares Only	Timeshares Only Inc.	\$0.00	\$0.00
2	800 Credit Card Debt	800 Credit Card Debt Inc.	\$0.00	\$0.00
3	Tronix Country	Tronix Country LLC	\$0.00	\$0.00
4	Avon	Avon Products Inc.	\$0.00	\$0.00
5	Consumer Research Report	Consumer Research Report	\$0.00	\$0.00

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