TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK PRODUCT NAME MARKETING COMPANY PRICE OFFERED **HEALTH & FITNESS** Zumba Zumba Fitness LLC 3 payments of \$19.95 plus \$12.95 S&H Total Gym Total Gym Fitness LLC 30-day trial for \$49.95 Ab Doer Twist Thane Fitness 30-day trial for \$14.95 plus \$29.95 S&H 3 Food Lovers Fat Provida Life Sciences 6 payments of \$19.99 plus \$19.99 S&H Loss System Six-Week Body Provida Life Sciences \$119.94 or 6 payments of \$19.99 plus Makeover \$19.99 S&H BEAUTY 1 Olay Pro-X Procter & Gamble Co. 3 payments of \$19.99 plus \$6.95 S&H Guthy-Renker Corp. \$29.95 plus \$5.95 S&H 2 Wen 3 no!no! 3 payments of \$89.95 plus \$14.95 S&H Radiancy 4 bareMinerals Bare Escentuals \$29.99 plus \$5.99 S&H 5 Meaningful Beauty Guthy-Renker Corp. \$29.95 plus \$5.95 S&H **ENTERTAINMENT** Country's Got Heart Time-Life Music 5 payments of \$29.99 2 Singers and Time-Life Music 5 payments of \$29.99 Songwriters Golden Age of Pop 3 Time-Life Music 5 payments of \$29.99 Johnny Carson Respond2 2 payments of \$59.99 plus S&H Entertainment **Rock Ballads** Time-Life Music 5 payments of \$29.99 plus S&H HOUSEHOLD Shark Vac then 4 payments of \$39.95 Euro-Pro Steam plus \$29.95 S&H 2 Nu-Wave Oven Hearthware Home 3 payments of \$39.99 plus \$29.95 S&H EdenPURE 3 Bio Tech Research 60-day trial for \$39 Shark Press & Euro-Pro 4 payments of \$29.95 Refresh 5 Ninja 1100 Euro-Pro 4 payments of \$39.95 **BUSINESS OPPO Advertising Profits** Visionary Strategies \$19.95 plus \$9.95 S&H Cash Flow Business \$39.95 **Dalbey Education Auctions For Income Auction Profits LLC** \$19.95 plus S&H Cash Flow Secret Cash Flow Secret \$19.95 plus \$9.87 S&H Debt Cures II Kevin Trudeau's \$19.95 plus \$9.87 S&H Debt Cures II

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS			
1 X-Factor	Weider Fitness	\$0.00	\$0.00
2 Pro-Form Ab Glider	lcon Health & Fitness	\$29.95	\$9.95
3 Shake Weight	Fitness IQ	\$249.95	\$0.00
4 Perfect Situp	Perfect Fitness	\$29.95	\$0.00
5 Gold's Gym	Icon Health & Fitness	\$0.00	\$0.00
BEAUTY			
1 Proactiv Solution	Guthy-Renker Corp.	\$14.95	\$0.00
2 Hydrolyze	Hydrolyze	\$14.95	\$0.00
3 Stem Cell Therapy	Biologic Solutions Inc.	\$29.95	\$9.95
4 Max Clarity	Stiefel Labs/GSK	\$14.95	\$0.00
5 Hydroxatone	Hydro-Skin LLC	\$49.99	\$0.00
ENTERTAINMENT			
1 Pillow Pets	Ontel Products	\$19.95	\$6.95
2 California Psychics	Outlook Amusements Inc.	\$0.00	\$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 Star Wars Millennium Falcon	Hasbro	\$49.99	\$7.95
HOUSEHOLD/KITCHE	N		
1 Mint	Evolution Robotics	\$249.99	\$0.00
2 Dropps	Simoniz USA	\$19.95	\$7.95
3 Kobalt	Kobalt	\$24.97	\$0.00
4 Wonder Hanger	Hampton Direct	\$9.99	\$7.95
5 Astonish	Maturo Media LLC	\$19.99	\$0.00
PERSONAL			
1 Total Pillow	Hampton Direct	\$19.99	\$7.95
2 Easy Feet	IdeaVillage Products Corp	. \$14.99	\$7.99
3 Wonder File	Merchant Media	\$19.99	\$6.99
4 iRenew	Harvest Direct	\$19.99	\$7.95
5 Vibration Tri-Phoria	Church & Dwight Co.	\$39.99	\$0.00

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