TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
HEALTH & FITNESS			
1	P90X	Beachbody	3 payments of $39.95 plus $19.95 S&H
2	Total Gym	Total Gym Fitness LLC	30-day trial for $49.95
3	Zumba	Zumba Fitness	3 payments of $19.95 plus $12.95 S&H
4	Nopalea	TriVita	Free bottle plus $9.95 S&H
5	AbDoer Twist	Thane Fitness	30-day trial for $14.95 plus $29.95 S&H
BEAUTY			
1	Olay Pro-X	Procter & Gamble Co.	3 payments of $19.99 plus $6.95 S&H
2	Wen	Guthy-Renker Corp.	$29.95 plus $5.95 S&H
3	bareMinerals	Bare Escentuals	$29.99 plus $5.99 S&H
4	Meaningful Beauty	Guthy-Renker Corp.	$29.95 plus $5.95 S&H
5	no! no!	Radiancy	3 payments of $89.95 plus $14.95 S&H
ENTERTAINMENT			
1	Singers and Songwriters	Time-Life Music	5 payments of $29.99
2	Country's Got Heart	Time-Life Music	5 payments of $29.99
3	Golden Age of Country	Time-Life Music	4 payments of $29.99 plus $12.99 S&H
4	Johnny Carson	Respond2 Entertainment	2 payments of $59.99 plus $5.99 S&H
5	Golden Age of Pop	Time-Life Music	5 payments of $29.99
HOUSEHOLD			
1	Nu-Wave Oven	Hearthware Home	3 payments of $39.99 plus $29.95 S&H
2	EdenPURE	Bio Tech Research	60-day trial for $39
3	Shark Navigator	Euro-Pro	4 payments of $49.95 plus $45.90 S&H
4	Shark Vac then Steam	Euro-Pro	4 payments of $39.95 plus $29.95 S&H
5	Ninja 1100	Euro-Pro	4 payments of $39.95
BUSINESS OPPORTUNITY			
1	Advertising Profits	Visionary Strategies LLC	$19.95 plus $9.95 S&H
2	Cash Flow Business	Dalbey Education	$39.95
3	Auctions For Income	Auction Profits LLC	$19.95 plus S&H
4	Debt Cures II	Kevin Trudeau's Debt Cures II	$19.95 plus $11.95 S&H
5	Foreclosure Fortunes	John Alexander's Foreclosure Fortunes	$39.95

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	Shake Weight	Fitness IQ	$29.95	$9.95
3	X-Factor	Weider Fitness	$14.95	$0.00
4	Gold's Gym	Icon Health & Fitness	$49.99	$0.00
5	Bowflex Tread Climber	Nautilus Inc.	$0.00	$0.00
BEAUTY				
1	Hydrolyze	Hydrolyze	$0.00	$0.00
2	Proactiv Solution	Guthy-Renker Corp.	$19.95	$0.00
3	Stem Cell Therapy	Biologic Solutions Inc.	$49.95	$4.95
4	Instant Effect	Hydroxatone LLC	$0.00	$0.00
5	Max Clarity	Stiefel Labs/GSK	$19.95	$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	$0.00	$0.00
2	Pillow Pets	Ontel Products	$19.95	$6.95
3	Criss Angel Magic Kit	IdeaVillage Products Corp.	$29.98	$7.99
4	Fushigi Ball	IdeaVillage Products Corp.	$19.99	$6.99
5	Sports Illustrated	Time Inc.	$39.95	$0.00
HOUSEHOLD/KITCHEN				
1	Select Comfort Sleep Number	Select Comfort	$0.00	$0.00
2	Wonder Hanger	Hampton Direct	$9.99	$7.95
3	Astonish	Maturo Media LLC	$19.95	$0.00
4	Kobalt	Kobalt	$24.97	$0.00
5	Twin Draft Guard	Hampton Direct	$19.99	$7.95
PERSONAL				
1	Total Pillow	Hampton Direct	$19.99	$7.95
2	Vibration Tri-Phoria	Church & Dwight Co.	$39.99	$0.00
3	Easy Feet	IdeaVillage Products Corp.	$14.99	$7.99
4	Wonder File	Merchant Media	$19.99	$6.99
5	iRenew	Harvest Direct	$19.99	$7.95

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