LONG FORM: TOP 5 VERTICAL MARKETS

IMS infomercial rankings are based solely on **Media Spending** for programs aired on national cable and satellite networks monitored.

RANK	MARKETING COMPANY	PRICE OFFERED		
HEALTH & FITNES	SS			
1 Insanity 2 Total Gym 3 Omega XL 4 Brazil Butt Lift 5 Food Lovers' Fat Loss	Beachbody Total Gym Fitness LLC Great Health Works Beachbody Provida Life Sciences	3 payments of \$39.95 plus \$24.95 S&H 30-day trial for \$14.95 \$49.95 plus \$9.95 S&H (BOGO) 3 payments of \$19.95 plus \$12.95 S&H		
	Provida Life Sciences	\$199.99 plus \$19.99 S&H (or 6-pay)		
1 Wen 2 Sheer Cover 3 Meaningful Beauty 4 Proactiv Solution 5 Luminess Air	Guthy-Renker Corp. Guthy-Renker Corp. Guthy-Renker Corp. Guthy-Renker Corp. Luminess Direct LLC	\$29.95 \$29.95 plus \$5.99 S&H \$39.95 plus \$5.99 S&H \$29.99 plus \$5.99 S&H 30-day trial for \$19.95		
ENTERTAINMENT				
1 Music of Your Life 2 Power of Love 3 Rock 'n' Roll Era 4 Folk Years 5 Gaither	Time-Life Music Time-Life Music Time-Life/StarVista Time-Life Music Time-Life Video	6 payments of \$26.99 5 payments of \$29.99 plus S&H 6 payments of \$26.99 4 payments of \$29.99 5 payments of \$19.99		
HOUSEHOLD				
1 NuWave Precision Cooktop2 NuWave Oven Pro	Hearthware Inc.	3 payments of \$33.33 plus \$29.95 S&H 3 payments of \$39.95 plus S&H (BOGO)		
3 Shark Sonic Duo4 Shark Rotator5 NutriBullet	Euro-Pro LLC Euro-Pro LLC NutriBullet LLC	4 payments of \$49.95 plus \$29.95 S&H 4 payments of \$49.95 plus \$30.95 S&H 6 payments of \$19.99		
BUSINESS OPPORTUNITY				
1 Trudeau's Free Money 2 Total Transformation 3 Transamerica 4 J.G. Wentworth 5 Brainetics	Free Money Legacy Publishing Co. Oncor Insurance Svcs. J.G. Wentworth Brainetics LLC	\$19.95 plus \$11.95 S&P 3 payments of \$109 plus \$19 S&H Lead-generating Lead-generating 30-day trial for \$14.95		

SHORT FORM: TOP 5 VERTICAL MARKETS

IMS spot rankings are based solely on **Frequency** of programs aired on national cable and satellite networks monitored.

RANK PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS			
1 Lipozene	Obesity Research Institu	te \$29.95	\$0.00
2 Ab Carver Pro	Ab Carver Pro	\$39.90	\$8.30
3 Super Beta Prostate	New Vitality	\$39.95	\$6.99
4 Nutrisystem Success	Nutrisystem Inc.	\$229.99	\$0.00
5 Bowflex Tread Climber	Nautilus Inc.	\$999	\$0.00
BEAUTY			
1 Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2 Air Curler	Hampton Direct	\$14.99	\$7.99
3 no! no! Pro	Radiancy	\$289.95	\$14.95
4 Magna Nails	Inventel	\$10.99	\$6.95
5 Hollywood Nails	Inventel	\$19.99	\$5.95
ENTERTAINMENT		•	
1 California Psychics	Outlook Amusements Inc	:. \$0.00	\$0.00
2 Tummy Stuffers	Jay At Play	\$19.99	\$8.99
3 Glow Pets	Ontel Products	\$29.95	\$7.95
4 World's Softest	Crazy On Digital Corp.	\$19.99	\$8.99
5 Gak	NSI Intl. Inc.	\$19.99	\$8.99
HOUSEHOLD			
1 Chillow	Hampton Direct	\$12.99	\$6.95
2 Stream Clean	Plymouth Direct/McAlisto	er \$10	\$7.95
3 Flex Seal	Swift Response	\$19.99	\$9.95
4 Sobakawa Pillow	National Express Inc.	\$19.99	\$7.95
5 PivoTrim	PivoTrim	\$19.95	\$7.95
PERSONAL			
1 Tag Away	Plymouth Direct/McAlisto	er \$19.99	\$9.95
2 Ageless Male	New Vitality	\$39.95	\$6.99
3 Wax Vac	LM Direct/Hampton Direct	ct \$10	\$6.99
4 AdamEve.com	PHE Inc.	\$0.00	\$0.00
5 MSA 30X	Global TV Concepts	\$29.95	\$7.95

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