

IMS National Cable DR Spot Ranking

The 50 most frequently seen direct response spots on networks monitored, ranked for the week ending: January 4, 2008

IMS Logo indicates newly detected spot.

Product Name	Marketing Company	TRT	Price	Category	Product Name	Marketing Company	TRT	Price	Category
1 Perfect Pushup	PT Metrics, Inc.	:60	\$39.90	Health & Fitness	26 ProCede	Youth Enhancement	:120	\$0.00	Beauty
2 Proactiv Solution	Guthy-Renker Corp.	:60	\$39.95	Beauty	27 Listen Up	IdeaVillage	:120	\$14.99	Personal
3 Total Gym	Total Gym Fitness LLC	:60	\$0.00	Health & Fitness	28 Select Comfort Sleep Nu	Select Comfort Corp.	:120	\$0.00	Household
4 Kinoki	Hollywood Gadgets	:120	\$19.99	Health & Fitness	29 Maxoderm	Barmensen Labs, LLC	:60	\$0.00	Personal
5 Mighty Putty	McAllister / Media Enterpr.	:120	\$19.99	Household	30 Ped Egg	Telebrands	:120	\$10.00	Beauty
6 Enzyte	Berkeley Nutraceutical	:60	\$0.00	Personal	31 BreathRx	Discus Dental	:60	\$0.00	Beauty
7 Bare Minerals	Bare Escentuals	:120	\$0.00	Beauty	32 Vidalia Slice Wizard	National Express	:120	\$19.99	Kitchen
8 Craft-Lite Cutter	Merchant Media LLC	:120	\$19.99	Household	33 Video Professor	Video Professor, Inc.	:30	\$0.00	Educ. & Self Help
9 Gold Kit	Lippincott, LLC	:60	\$0.00	Miscellaneous	34 ASPCA	ASPCA, Inc.	:120	\$0.00	Miscellaneous
10 eDiets	eDiets.com, Inc.	 :120	\$0.00	Health & Fitness	35 Core Rhythms	Dance Sport Videos, LLC	:120	\$0.00	Health & Fitness
11 ExtenZe	e-Vita Labs	:60	\$0.00	Personal	36 magicJack	magicJack	:120	\$39.95	Comp. & Electronics
12 Bowflex Home Gyms	Nautilus Inc.	:60	\$0.00	Health & Fitness	37 Cat Genie	PetNovations Ltd.	:60	\$0.00	Pet Products
13 NutriSystem Advanced	NutriSystem, Inc.	:120	\$0.00	Health & Fitness	38 Dr. Frank's Joint Pain Reli	Dr. Frank's Joint Pain Relief	:120	\$19.95	Pet Products
14 Green Bags	Allstar Marketing LLC	:120	\$9.95	Kitchen	39 Stick Up Bulb	Telebrands	:120	\$10.00	Household
15 Evinrude E-Tec	BRP US, Inc.	 :60	\$0.00	Miscellaneous	40 Save A Blade	Exceptional Products, Inc.	 :120	\$14.99	Household
16 Lipozene	Obesity Research Inst.	:120	\$29.95	Health & Fitness	41 Morgan Silver Dollar	National Collector's Mint	:60	\$19.90	Crafts & Hobbies
17 Wallet Pix	IdeaVillage	:120	\$39.98	Comp. & Electronics	42 NordicTrack Space Saver	ICON Health & Fitness	:60	\$0.00	Health & Fitness
18 Zerosmoke	Dynamic TV	:120	\$0.00	Educ. & Self Help	43 Simoniz Fix It!	Simoniz USA Inc.	:120	\$19.95	Automotive
19 Buxton Shoulder Bag	Allstar Marketing LLC	:120	\$19.95	Fashion	44 Samurai Shark	SAS Group, Inc.	:60	\$10.00	Household
20 Artisan Stand Mixer	Kitchen Aid USA	:120	\$349.00	Kitchen	45 Scalp Med	Modern Health Labs, Inc.	:60	\$0.00	Beauty
21 SunSetter Awnings	SunSetter Products	:120	\$0.00	Household	46 Teeter Hang Ups	Sky's The Limit, Int'l.	:60	\$14.95	Health & Fitness
22 Oreck XL21	Oreck Corporation	:60	\$0.00	Household	47 InventHelp	InventHelp Inc.	:60	\$0.00	Business & Finance
23 Bosley	Bosley Medical Institute	:60	\$0.00	Beauty	48 Twin Draft Guard	Product Trend, LLC	:120	\$19.99	Household
24 ShamWOW	ShamWow, Inc.	:120	\$19.95	Household	49 Sheer Cover	Guthy-Renker Corp.	 :120	\$9.95	Beauty
25 Pushup Pro	Ontel Products Co.	:60	\$19.99	Health & Fitness	50 Fishpen	Telebrands	 :120	\$19.98	Sports



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