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TRANSMITTAL LETTER

December 1, 2001

Department of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

FILED
01 DEC 10 AM 11:57
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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-12/10/01--01061--007
*****78.75 *****78.75

Subject: High Concept Holdings, Inc.

Enclosed is an original and one (1) copy of the Articles of Incorporation and a check in the amount of \$78.75 for the corporate filing fee and certificate.

From: Joel A. Shor, CPA
3164 St. Annes Place
Boca Raton, FL 33496
561-994-3315

12-11-01
JCS

ARTICLES OF INCORPORATION

OF

HIGH CONCEPT HOLDINGS, INC.

FILED
01 DEC 10 AM 11:58
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Pursuant to the provisions of Section 607.194 of the Florida General Corporation Act, the undersigned corporation, pursuant to a resolution duly adopted by its' Board of Directors, hereby adopts the following articles of incorporation.

ARTICLE 1- NAME AND MAILING ADDRESS

The name of this corporation is High Concept Holdings, Inc. The mailing address is: Lawrence Marcheschi, 1863 Arbor Drive S., Palm Harbor, FL, 34683.

ARTICLE 2 - DURATION

This corporation shall exist perpetually commencing on the date these articles are filed with the Department of State.

ARTICLE 3- PURPOSE

This corporation is organized for the following purpose: Sales and Marketing and any or all-lawful business.

ARTICLE 4- CAPITAL STOCK

This corporation is authorized to issue 5000 shares of one dollar (\$ 1.00) par value common stock which shall be designated "Common Shares".

ARTICLE 5- INITIAL REGISTERED OFFICE AND AGENT

The street and mailing address of the initial registered office of this corporation is 1863 Arbor Drive S., Palm Harbor, FL 34683, and the initial registered agent of this corporation at that address is Lawrence Marcheschi.

ARTICLE 6 - INITIAL BOARD OF DIRECTORS

This corporation shall have one director initially. The number of directors may be increased from time to time by the bylaws but shall never be less than one. The name and mailing address of the initial director of this corporation is: Lawrence Marcheschi, 1863 Arbor Drive S., Palm Harbor, FL 34683.

ARTICLE 7 - INCORPORATOR

The name and mailing address of the person signing these articles is: Lawrence Marcheschi, 1863 Arbor Drive S., Palm Harbor, FL 34683.

ARTICLE 8 - RESTRICTIONS ON TRANSFER OF STOCK

Shares of capital stock of this corporation shall be issued initially to the following persons in the amounts set opposite their name:

Lawrence Marcheschi	100 shares
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Shares held by the initial shareholders listed above may not be resold or otherwise transferred to other persons unless such shares are first offered to the remaining shareholders or to this corporation. The price and terms at which, and the time within which such shares may be offered and sold shall be further specified by written agreement among all of the shareholders and this corporation. All unissued shares of stock must be granted with unanimous approval of the board of directors prior to their issuance, if at all.

ARTICLE 9- BYLAWS

The power to adopt, alter, amend or repeal bylaws shall be vested in the board of directors and shareholders.

ARTICLE 10- POWERS

This corporation shall have all of the corporate powers enumerated in the Florida General Corporation act.

ARTICLE 11- INDEMNIFICATION

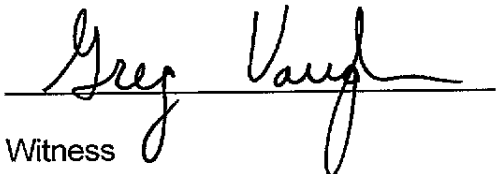
The corporation shall indemnify any officer or director, or any former officer or director, to the full extent permitted by law.

ARTICLE 12- AMENDMENT

This corporation reserves the right to amend or repeal any provisions contained in these articles of incorporation, or any amendment hereto, and any right conferred upon the shareholders is subject to this reservation.

In witness whereof, the undersigned subscriber has executed these articles of incorporation this 1ST day of DECEMBER, 2001.


Lawrence Marcheschi


Witness

ACCEPTANCE OF REGISTERED AGENT

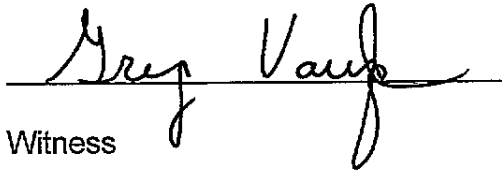
OF

HIGH CONCEPT HOLDINGS, INC.

Having been named to accept service of process for the above stated corporation at the place designated, I hereby accept to act in this capacity and agree to comply with the provisions of Chapter 48.091, Florida Statutes, relative to keeping open said office.



Lawrence Marcheschi



Witness