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REPLY TO: FLORIDA

SCOTT B. CHAPMAN*
*ALSO ADMITTED IN OHIO

P96000069271
August 16, 1996

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

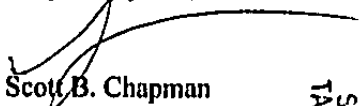
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RE: Primedia, Inc.

Dear Sir/Madam:

Please find enclosed the original and one copy of the Articles of Incorporation for Primedia, Inc. Please file the original, and return the certified copy in the enclosed envelope. Additionally, please find a check in the amount of \$122.50 for filing of same.

Very truly yours,


Scott B. Chapman
Attorney at Law

SBC/sm

Enc.

FILED
96 AUG 19 PM 1:49
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

AUG 20 1996

BSB

ARTICLES OF INCORPORATION
OF
PRIMEDIA, INC.

FILED
96 AUG 19 PM 1:49
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

ARTICLE I - NAME

The name of this Corporation is PRIMEDIA, INC.

ARTICLE II - DURATION

This Corporation shall have perpetual existence commencing immediately.

ARTICLE III - PURPOSE

The Corporation may engage in any and all lawful activities of business as permitted under the laws of the United States and the State of Florida.

ARTICLE IV - CAPITAL STOCK

This Corporation is authorized to issue 100 shares of One (\$1.00) Dollar par value common stock, which shall be designated "Common Shares".

ARTICLE V - INITIAL REGISTERED OFFICE AND AGENT

The name and address of the registered agent and the principal office of this Corporation is :

ALBERT A. JACOBY
6568 Via Regina
Boca Raton, FL 33433

ARTICLE VI - BY-LAWS

The By-Laws of this Corporation may be adopted, altered, amended or repealed by either the Stockholders or Directors.

ARTICLE VII - INDEMNIFICATION

The Corporation shall indemnify any Officer, Director, Incorporator or any former Officer or Director, to the full extent permitted by law.

ARTICLE VIII - PREEMPTIVE RIGHTS

Every stockholder, eligible to be a shareholder of the Corporation, shall have the right to purchase his prorata share thereof (as nearly as may be done without the issuance of fractional shares) at the price at which it is offered to others.

ARTICLE IX - INCORPORATOR

The name and address of the Incorporator signing these Articles is SCOTT B. CHAPMAN, ESQUIRE, Parkway Center, Suite 330, 7900 Glades Road, Boca Raton, Florida 33434.

ARTICLE X - AMENDMENT

This corporation reserves the right to amend or repeal any provisions contained in these Articles of Incorporation, in accordance with the provisions of the Florida General Corporation Act.

IN WITNESS WHEREOF, the undersigned has executed these Articles of Incorporation, this 12 day of August, 1996.



SCOTT B. CHAPMAN, ESQ.

