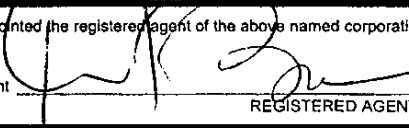
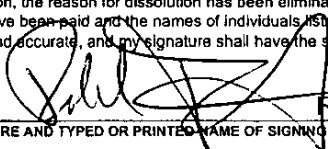


PLEASE READ ALL INSTRUCTIONS BEFORE COMPLETING THIS FORM.

<div style="display: flex; align-items: center; justify-content: center;"><div style="text-align: center;"><b>CORPORATION REINSTATEMENT</b></div><div style="text-align: center;"></div><div style="text-align: center;"><b>FLORIDA DEPARTMENT OF STATE Secretary of State DIVISION OF CORPORATIONS</b></div></div>		<div style="text-align: center;"><b>FILED</b></div> <div style="text-align: center;">2007 JUL 18 PM 3:08</div> <div style="text-align: center;">SECRETARY OF STATE TALLAHASSEE FLORIDA</div> <div style="text-align: center; font-size: 2em; font-weight: bold;">REINSTATEMENT</div> <div style="text-align: center;">700105327467 07/18/07--01017--007 **750.00</div> <div style="text-align: center;">03-07</div> <div style="text-align: center;">CR2E081 (1/07)</div>	
<b>DOCUMENT #</b> F01000000717			
<b>1. Corporation Name</b> <div style="font-size: 1.5em; font-weight: bold;">Mediamark Research Inc.</div>			
<b>2. Principal Office Address - No P.O. Box #</b> 75 Ninth Avenue		<b>3. Mailing Office Address</b> 75 Ninth Avenue	
Suite, Apt. #, etc. 5th Floor		Suite, Apt. #, etc. 5th Floor	
City & State New York NY		City & State New York NY	
Zip 10011	Country USA	Zip 10011	Country USA
<b>7. Name and Address of Current Registered Agent</b>		<b>4. Date Incorporated or Qualified To Do Business in Florida</b> Feb. 5, 2001	
Name Corporation Service Company		<b>5. FEI Number</b> 13-3603248	
Street Address (P.O. Box Number is Not Acceptable) 1201 Hays Street		<input type="checkbox"/> Applied For <input type="checkbox"/> Not Applicable	
Suite, Apt. #, Etc.		<b>6. CERTIFICATE OF STATUS DESIRED</b> <input type="checkbox"/> \$8.75 Additional Fee required for a Certificate of Status	
City Tallahassee		State FL	
Zip Code 32301-2525		<input checked="" type="checkbox"/> The reinstatement fee is imposed, except in circumstances which the entity did not receive the prior notices. By checking this box, you are certifying the prior notices were not received and requesting the reinstatement fee be waived.	
<b>8. I, being appointed the registered agent of the above named corporation, am familiar with and accept the obligations of section 607.0505 or 617.0503, F.S.</b>			
Signature of Registered Agent 		Janet Budhu, Asst. Vice President Date 7/5/07	
REGISTERED AGENT MUST SIGN			
<b>9. Names and Street Addresses of Each Officer and/or Director (Florida nonprofit corporations must list at least 3 directors)</b>			
Titles	Name of Officers and/or Directors	Street Address of Each Officer and/or Director	City / State / Zip
President	Kathi Love	75 Ninth Avenue, 5th Floor	New York, NY 10011
Chairman	Alain Tessier	75 Ninth Avenue, 5th Floor	New York, NY 10011
EVP	Wilhelm Wessels	75 Ninth Avenue, 5th Floor	New York, NY 10011
CRO	Julian Baim	75 Ninth Avenue, 5th Floor	New York, NY 10011
Treasurer	Steve Goodreds	75 Ninth Avenue, 5th Floor	New York, NY 10011
EVP, Scty.	Roland F. Fuerst	75 Ninth Avenue, 5th Floor	New York, NY 10011
<b>10. I certify that I am an officer or director or the receiver or trustee empowered to execute this application as provided for in chapter 607 or 617, F.S. I further certify that when filing this reinstatement application, the reason for dissolution has been eliminated, the corporate name satisfies the requirements of section 607.0401 or 617.0401, F.S., that all fees owed by the corporation have been paid and the names of individuals listed on this form do not qualify for an exemption contained in Chapter 119, F.S. The information indicated on this application is true and accurate, and my signature shall have the same legal effect as if made under oath.</b>			
<b>SIGNATURE:</b> 		Roland F. Fuerst Date July 5, 2007 Daytime Phone # 212 240 5444	

W. Williams JUL 18 2007