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(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP ☐ WAIT ☐ MAIL

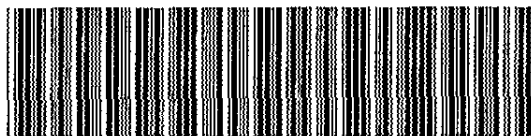
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

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DEPT. OF STATE
DIVISION OF CORPORATIONS
TALLAHASSEE, FLORIDA

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CT CORPORATION

March 24, 2003

Secretary of State, Florida
409 East Gaines Street
Tallahassee FL 32399

Re: Order #: 5810477 SO
Customer Reference 1:
Customer Reference 2:

Dear Secretary of State, Florida:

Please file the attached:

AC Nielsen (US), Inc. (DE)
Qualification
Florida

Enclosed please find a check for the requisite fees. Please return evidence of filing(s) to my attention.

If for any reason the enclosed cannot be filed upon receipt, please contact me immediately at (850) 222-1092. Thank you very much for your help.

Sincerely,

Brigham Weir
Fulfillment Specialist
Brigham_Weir@cch-lis.com

660 East Jefferson Street
Tallahassee, FL 32301
Tel. 850 222 1092
Fax 850 222 7615

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Mary A. Dresdow
Secretary

March 19, 2003


TO WHOM IT MAY CONCERN:

Re: Permission to Use of the Name AC Nielsen

A. C. Nielsen Company, a Delaware corporation, holding a Certificate of Authority to transact business in the State, hereby grants permission to AC Nielsen (US), Inc., a Delaware corporation, to use AC Nielsen in its name in the State.

A. C. NIELSEN COMPANY

By:


Mary A. Dresdow, Secretary

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**APPLICATION BY FOREIGN CORPORATION FOR AUTHORIZATION TO TRANSACT
BUSINESS IN FLORIDA**

*IN COMPLIANCE WITH SECTION 607.1503, FLORIDA STATUTES, THE FOLLOWING IS SUBMITTED TO
REGISTER A FOREIGN CORPORATION TO TRANSACT BUSINESS IN THE STATE OF FLORIDA.*

1. AC Nielsen (US), Inc.
(Name of corporation; must include the word "INCORPORATED", "COMPANY", "CORPORATION" or words or abbreviations of like import in language as will clearly indicate that it is a corporation instead of a natural person or partnership if not so contained in the name at present.)
2. Delaware 3. 04-3721439
(State or country under the law of which it is incorporated) (FEI number, if applicable)
4. 11/04/2002 5. Perpetual
(Date of incorporation) (Duration: Year corp. will cease to exist or "perpetual")
6. Upon Qual
(Date first transacted business in Florida. If corporation has not transacted business in Florida, insert "upon qualification.")
(SEE SECTIONS 607.1501, 607.1502 and 817.155, F.S.)
7. 150 N. Martingale Road, Schaumburg, IL 60173
(Principal office address)

same
(Current mailing address)

8. Market research services
(Purpose(s) of corporation authorized in home state or country to be carried out in state of Florida)
9. **Name and street address of Florida registered agent:** (P.O. Box or Mail Drop Box **NOT** acceptable)

Name: C T Corporation System

Office Address: 1200 South Pine Island Road

Plantation, Florida 33324
(City) (Zip code)

10. Registered agent's acceptance:

Having been named as registered agent and to accept service of process for the above stated corporation at the place designated in this application, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

C T Corporation System
By: Anne E. Diamond, Asst Secretary
(Registered agent's signature)

11. Attached is a certificate of existence duly authenticated, not more than 90 days prior to delivery of this application to the Department of State, by the Secretary of State or other official having custody of corporate records in the jurisdiction under the law of which it is incorporated.

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12. Names and business addresses of officers and/or directors:

A. DIRECTORS

Chairman: SEE ATTACHMENT

Address: _____

Vice Chairman: _____

Address: _____

Director: _____

Address: _____

Director: _____

Address: _____

B. OFFICERS

President: SEE ATTACHMENT

Address: _____

Vice President: _____

Address: _____

Secretary: _____

Address: _____

Treasurer: _____

Address: _____

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NOTE: If necessary, you may attach an addendum to the application listing additional officers and/or directors.

13. Mary A. Dresdow
(Signature of Chairman, Vice Chairman, or any officer listed in number 12 of the application)

14. Mary A. Dresdow, Secretary
(Typed or printed name and capacity of person signing application)

AC NIELSEN (US), INC.

OFFICERS

<u>NAME</u>	<u>POSITION</u>	<u>ADDRESS</u>
Michael P. Connors	Chairman, President & CEO	770 Broadway, New York, NY 10003
Earl H. Doppelt	Executive Vice President and General Counsel	770 Broadway, New York, NY 10003
Carlo Fava	Senior Vice President, Finance & CFO	150 N. Martingale Rd., Schaumburg, IL 60173
R. Ford Dallmeyer	Vice President and Assistant Secretary	150 N. Martingale Rd., Schaumburg, IL 60173
Michael E. Elias	Vice President and Assistant Secretary	299 Park Ave., 20th Fl., New York, NY 10171
Peter K. Gersky	Vice President and Treasurer	770 Broadway, New York, NY 10003
Edward J. Riehl	Vice President and Assistant Secretary	150 N. Martingale Rd., Schaumburg, IL 60173
James A. Ross	Vice President and Assistant Secretary	770 Broadway, New York, NY 10003
Frederick A. Steinmann	Vice President	770 Broadway, New York, NY 10003
Mary A. Dresdow	Secretary	150 N. Martingale Rd., Schaumburg, IL 60173

DIRECTORS

<u>NAME</u>	<u>ADDRESS</u>
Michael P. Connors	770 Broadway, New York, NY 10003
Earl H. Doppelt	770 Broadway, New York, NY 10003
Edward J. Riehl	150 N. Martingale Rd., Schaumburg, IL 60173

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Delaware

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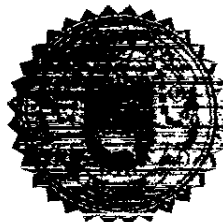
The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "AC NIELSEN (US), INC." IS DULY INCORPORATED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL CORPORATE EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE TWENTIETH DAY OF MARCH, A.D. 2003.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL REPORTS HAVE BEEN FILED TO DATE.

AND I DO HEREBY FURTHER CERTIFY THAT THE FRANCHISE TAXES HAVE BEEN PAID TO DATE.

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Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 2319521

DATE: 03-20-03