2010 FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F98000006806

Entity Name: HELZBERG'S DIAMOND SHOPS, INC.

FILED Apr 29, 2010 Secretary of State

Current Principal Place of Business: New Principal Place of Business:

1825 SWIFT AVENUE

NORTH KANSAS CITY, MO 641163606

Current Mailing Address: New Mailing Address:

1825 SWIFT AVENUE NORTH KANSAS CITY, MO 641163606

FEI Number: 44-0553741 FEI Number Applied For () FEI Number Not Applicable () Certificate of Status Desired ()

Name and Address of Current Registered Agent: Name and Address of New Registered Agent:

C T CORPORATION SYSTEM 1200 SOUTH PINE ISLAND ROAD PLANTATION, FL 33324 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent Date

Election Campaign Financing Trust Fund Contribution ().

OFFICERS AND DIRECTORS:

Title: PRES

Name: RAFF, BERYL B Address: 1825 SWIFT AVENUE

City-St-Zip: NORTH KANSAS CITY, MO 641163606

Title: VP/S

Name: SWAIN, RANDALL Address: 1825 SWIFT AVENUE

City-St-Zip: NORTH KANSAS CITY, MO 641163606

Title: TRES

Name: LAWTON, LONNIE J Address: 1825 SWIFT AVENUE

City-St-Zip: NORTH KANSAS CITY, MO 641163606

Title: DIR

Name: HAMBURG, MARC D Address: 1440 KIEWIT PLAZA City-St-Zip: OMAHA, NE 68131

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: LONNIE J LAWTON TREA 04/29/2010