2012 LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L09000045365

Entity Name: LA PLAYA MARKETING, LLC

FILED Jan 06, 2012 Secretary of State

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

1111 SW 18TH STREET

152 NORTH FEDERAL HIGHWAY
BOCA RATON, FL 33486 US

152 NORTH FEDERAL HIGHWAY
DEERFIELD BEACH, FL 33441 US

Current Mailing Address: New Mailing Address:

1111 SW 18TH STREET

152 NORTH FEDERAL HIGHWAY
BOCA RATON, FL 33486 US

152 NORTH FEDERAL HIGHWAY
DEERFIELD BEACH, FL 33441 US

FEI Number: 26-4838906 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:

MARTINEZ, ERIK

1111 SW 18TH STREET

BOCA RATON, FL 33486 US

MARTINEZ, ERIK

152 NORTH FEDERAL HIGHWAY

DEERFIELD BEACH, FL 33441 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: ERIK MARTINEZ 01/06/2012

Electronic Signature of Registered Agent Date

MANAGING MEMBERS/MANAGERS:

Title: MGRM

Name: MARTINEZ, ERIK

Address: 152 NORTH FEDERAL HIGHWAY City-St-Zip: DEERFIELD BEACH, FL 33441

I hereby certify that the information indicated on this report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 608, Florida Statues.

SIGNATURE: ERIK MARTINEZ MGRM 01/06/2012