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09 JUN 29 AM 10:57

T. HAMPTON

JUN 30 2009

EXAMINER



**V. J. Alvarez & Associates, P.A.**  
Attorneys and Counselors At Law

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June 25, 2009

Registration Section  
Division of Corporations  
Florida Secretary of State  
P. O. Box 6327  
Tallahassee, FL 32314

Re: DIRECT EFFECT FITNESS, LLC

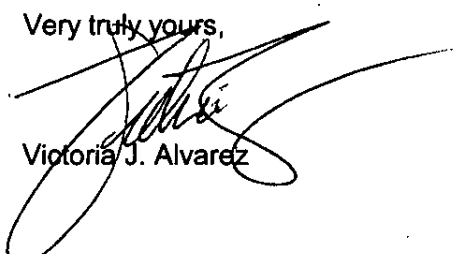
Dear Secretary of State:

Enclosed for filing are **two (2) originals** of the Articles of Organization of DIRECT EFFECT FITNESS, LLC and Statement of Registered Agent and Registered Office.

Also enclosed is check number 7135 in the amount of \$155.00, representing your filing fee of \$125.00 and \$30.00 for a certified copy. Please return the certified copy of the Articles of Organization to the undersigned in the stamped self-addressed envelope enclosed for your convenience.

If you have any questions, please feel free to call.

Very truly yours,



Victoria J. Alvarez

VJA:dm

Enclosures

cc: Allan Keller, President (w/ enc)

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**ARTICLES OF ORGANIZATION**  
**OF**  
**DIRECT EFFECT FITNESS, LLC**

The undersigned hereby certifies that the members named herein have associated together for the purpose of becoming a Limited Liability Company under Chapter 608, Florida Statutes (the Florida Limited Liability Company Act), providing for the formation, rights, privileges and immunities of limited liability companies for profit and the following Articles of Organization are hereby adopted.

**ARTICLE I.**  
**NAME**

The name of the limited liability company (the "Company") shall be **DIRECT EFFECT FITNESS, LLC.**

**ARTICLE II.**  
**MAILING AND STREET ADDRESS**

The mailing address and street address of the Company is **1801 East Lake Road, #12H, Palm Harbor, Florida 34685.**

**ARTICLE III.**  
**DURATION; EFFECTIVE DATE**

In accordance with Section 608.409, Florida Statutes, the existence of this Company shall commence upon the filing of these Articles of Organization by the Department of State. The existence of this Company thereafter shall be perpetual.

**ARTICLE IV.**  
**INITIAL REGISTERED OFFICE AND REGISTERED AGENT**

The address of the initial registered office of the Company is **1801 East Lake Road, #12H, Palm Harbor, Florida 34685**, and the name of its initial registered agent at such address is **ALLAN KELLER.**

**ARTICLE V.**  
**PURPOSE**

This Company is organized for the purpose or purposes of engaging in any activity within the purposes for which a limited liability company may be formed under the Florida Limited Liability Company Act, including matters incidental or pertaining to, or connected with, such purposes, provided the same shall not be inconsistent with the laws of the State of Florida.

**ARTICLE VI.**  
**OPERATING AGREEMENT**

The member of the Company shall have the right to enter into an Operating Agreement which may contain any provisions for the regulation and management of the affairs of the Company that are not inconsistent with applicable law or these Articles of Organization.

Executed by the undersigned on the 25<sup>th</sup> day of June, 2009.

By: \_\_\_\_\_

  
**VICTORIA J. ALVAREZ,**  
**Authorized Representative**

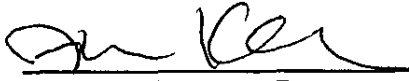
**STATEMENT OF**  
**REGISTERED AGENT AND REGISTERED OFFICE**

Pursuant to the provisions of Section 608.415, Florida Statutes, **DIRECT EFFECT FITNESS, LLC**, a limited liability company organized under the laws of the State of Florida, submits the following statement to designate its Registered Agent and Registered Office in the State of Florida.

The name and address of the Registered Agent and Registered Office are:

**ALLAN KELLER**  
**1801 East Lake Road, #12H**  
**Palm Harbor, Florida 34685**

Having been named as Registered Agent and to accept service of process for **DIRECT EFFECT FITNESS, LLC** in this Certificate, I hereby accept the appointment as Registered Agent and agree to act in this capacity. I am familiar with and accept the obligations of my position as Registered Agent. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties as Registered Agent.

  
**ALLAN KELLER**  
Date: June 22, 2009

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09 JUN 29 AM 10:58