

No 90000006356

Florida Department of State
Division of Corporations
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TALLAHASSEE, FLORIDA

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FLORIDA PROFIT/NON PROFIT CORPORATION

Strategic Brand Alliance, Inc.

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**ARTICLES OF INCORPORATION
OF
STRATEGIC BRAND ALLIANCE, INC.,
A FLORIDA NOT-FOR-PROFIT CORPORATION**

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SECRETARY OF STATE

**ARTICLE 1
NAME**

The name of the not-for-profit corporation created pursuant to these Articles of Incorporation shall be: **STRATEGIC BRAND ALLIANCE, INC.**, a Florida not-for-profit corporation.

**ARTICLE 2
DURATION**

The duration of the corporation is perpetual. The date and time of commencement of the corporate existence is the time of filing of the Articles of Incorporation by the Department of State of the State of Florida.

**ARTICLE 3
PRINCIPAL OFFICE**

The street address of the principal office of the corporation is 2275 Mason Avenue, Daytona Beach, FL 32117. The mailing address of the principal office of the corporation is 2275 Mason Avenue, Daytona Beach, FL 32117.

**ARTICLE 4
REGISTERED AGENT**

The name of the initial registered agent of the corporation is Palmetto Charter Services, Inc., a Florida corporation. The street address of the initial registered agent of the corporation is 150 Magnolia Avenue, Daytona Beach, FL 32114.

**ARTICLE 5
PURPOSE**

The corporation does not contemplate pecuniary gain or profit to the members thereof. The specific purpose for which the corporation is formed is to solicit recognition and acceptance of beverage industry commerce and to promote cooperation and communication between the members thereof.

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**ARTICLE 6
DIRECTORS**

The number of directors constituting the initial board of directors of the corporation is three (3) directors. The names and mailing addresses of the initial directors of the corporation are as follows:

<u>Name</u>	<u>Address</u>
Kevin Bowler	2275 Mason Avenue Daytona Beach, FL 32117
John Williams	2900 West First Street Sanford, FL 32771
Colby Kienc	Post Office Box 620006 Orlando, FL 32862-0006

The method for election of the directors shall be as set forth in the bylaws of the corporation. The number of directors may be changed from time to time by the bylaws, except that the number shall at no time be less than three (3) directors.

**ARTICLE 7
MEMBERSHIP**

Membership in the corporation shall be as set forth in the bylaws of the corporation.

**ARTICLE 8
INCORPORATOR**

The name and mailing address of the incorporator of the corporation is as follows:

<u>Name</u>	<u>Address</u>
Kevin Bowler	2275 Mason Avenue Daytona Beach, FL 32117

IN WITNESS WHEREOF, the undersigned incorporator does hereby execute and acknowledge these Articles of Incorporation this 23 day of June 2009.

By: Kevin Bowler
Name: Kevin Bowler, Incorporator

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**CERTIFICATE DESIGNATING
REGISTERED AGENT AND STREET ADDRESS OF REGISTERED AGENT
FOR SERVICE OF PROCESS**

Pursuant to Section 617.0501, Florida Statutes, STRATEGIC BRAND ALLIANCE, INC., a Florida not-for-profit corporation, hereby designates Palmetto Charter Services, Inc., a Florida corporation, as its registered agent and 150 Magnolia Avenue, Daytona Beach, FL 32114 as the street address of its registered agent for service of process within the State of Florida.

STRATEGIC BRAND ALLIANCE, INC.,
a Florida not-for-profit corporation

By: Kevin Bowler
Name: Kevin Bowler, Incorporator

ACCEPTANCE OF DESIGNATION

The undersigned understands the obligations of and hereby accepts the foregoing designation as registered agent of STRATEGIC BRAND ALLIANCE, INC., a Florida not-for-profit corporation, for service of process within the State of Florida.

PALMETTO CHARTER SERVICES, INC.,
a Florida corporation

By: [Signature]
Name: John P. Ferguson
Title: Vice President

("Corporate Seal")

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