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ARTICLES OF INCORPORATION

The undersigned incorporator, for the purpose of forming a corporation under the Florida Not for Profit Corporation Act, nereby adopt(s) the following Articles of Incorporation:

ARTICLE I NAME

The name of the corporation shall be:

Southwest Florida Mitsubishi Dealer Advertising Association

ARTICLE II PRINCIPAL OFFICE

The principal place of business and mailing address of this corporation shall be:

3322 Fowler Street.

Ft. Myers, FL 33901

ARTICLE III PURPOSE(S)

The specific purpose(s) for which the corporation is organized is(are):

See Attachment #1

ARTICLE IV MANNER OF ELECTION OF DIRECTORS

The manner in which the directors are elected or appointed is:

Directors are elected by the Members.

ARTICLE V INITIAL REGISTERED AGENT AND STREET ADDRESS

The name and Florida street address of the initial registered agent are:

CT Corporation System 1200 S. Pine Island Road

Plantation, FL 33324

ARTICLE VI INCORPORATOR

The name and address of the Incorporator to these Articles of Incorporation are:

John S. Elias

Peoria, IL 61602

416 Main Street, Suite 1400

Signature/Incorporator

dditional article must be added if an effective date is requested.)

Having been named as registered agent and to accept service of process for the above stated corporation at the place designated in this certificate. 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 relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Anne E. Diamond, Asst. Scc.

SOUTHWEST FLORIDA MITSUBISHI DEALER ADVERTISING ASSOCIATION, INC.

ARTICLES OF INCORPORATION

ATTACHMENT #1

ARTICLE III PURPOSE(S)

The specific purpose(s) for which the corporation is organized is (are): to (1) promote, improve and enhance the quality and standards of advertising to the general public of the sale and repair of motor vehicles and related products manufactured by or for the Mitsubishi Motors Corporation and sold by dealers under Dealers Sales and Service Agreements with Mitsubishi Motor Sales of America, Inc. ("Mitsubishi"); (2) support truthful, ethical, factual and cooperative advertising as a matter of public information; (3) disseminate knowledge with reference to the automobile industry; and (4) support and sponsor highway and traffic safety programs in the public interest and in the interest of the automobile industry and to do all other things being legally desirable and appropriate to further the common interest of the Members.

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