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CT Corporation System 660 East Jefferson Street Tallahassee, FL 32301 850-222-1092

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T. SMITH JAN Z 0 2000

ARTICLES OF INCORPORATION

OF

DAVID'S BRIDAL OF TAMPA, INC.

The undersigned incorporator, for the purpose of forming a corporation under the Florida Business Corporation Act, hereby adopts the following Articles of Incorporation.

FIRST: The name of the corporation is: David's Bridal of Tampa, Inc.

SECOND: The street address of the initial principal office, and, if different, the mailing address of the corporation is: 44 West Lancaster Avenue, Ardmore, PA 19003.

THIRD: The number of shares the corporation is authorized to issue is: 1,000.

FOURTH: The street address of the initial registered office of the corporation is c/o C T Corporation System, 1200 South Pine Island Road, City of Plantation, Florida 33324, and the name of its initial registered agent at such address is C T Corporation System.

FIFTH: The name and address of the person who is to serve as the initial director is:

Steven Erlbaum

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44 West Lancaster Avenue Ardmore, PA 19003

SIXTH: The name and address of the incorporator is:

Julie S. McAboy

Morgan, Lewis & Bockius, LLP 1701 Market Street Philadelphia, PA 19103-2921

Julie S. McAboy

Dated this 18th day of January, 2000.

00 JAN 20 PN 1: 5; SECRETARY OF STATE ALLANASSEE, FLORMA C T Corporation System is familiar with and accepts the obligations provided for in Section 607.0505 of the Florida Statutes.

C T Corporation System

Come Bryan, Special Asst. Secy.

Dated this 20 day of January, 2000.

00 JAN 20 PN 1: 5 SEGRETARY OF STATE

(FL001 - 5/11/98)