

S. O. H. AUG 08 2008

Office Use Only



CORPORATION SERVICE COMPANY

ACCOUNT NO. : 072100000032

REFERENCE : 674826 4323109

AUTHORIZATION :

COST LIMIT : \$ 52.50

ORDER DATE : August 8, 2008

ORDER TIME : 11:01 AM

ORDER NO. : 674826-015

CUSTOMER NO: 4323109

File 3rd

DOMESTIC AMENDMENT FILING

NAME: E COM VENTURES, INC.

EFFECTIVE DATE:

XX ARTICLES OF AMENDMENT
 RESTATED ARTICLES OF INCORPORATION

PLEASE RETURN THE FOLLOWING AS PROOF OF FILING:

XX CERTIFIED COPY
XX CERTIFICATE RE NAME CHANGE

CONTACT PERSON: Joyce Markley -- EXT# 2930

EXAMINER'S INITIALS: _____

ARTICLES OF AMENDMENT TO THE
AMENDED AND RESTATED ARTICLES OF INCORPORATION
OF
E COM VENTURES, INC.
a Florida corporation


Pursuant to the provisions of Section 607.1006 of the Florida Business Corporation Act, the Amended and Restated Articles of Incorporation of E Com Ventures, Inc. (the "Corporation") are hereby amended as follows:

1. Article I of the Amended and Restated Articles of Incorporation of the Corporation is hereby deleted in its entirety and replaced with the following:

The name of the Corporation is "Perfumania Holdings, Inc."

2. The foregoing amendment to the Amended and Restated Articles of Incorporation of the Corporation was recommended by the Board of Directors of the Corporation and submitted to the shareholders of the Corporation for approval at the special meeting of the shareholders of the Corporation, held on August 8, 2008. The amendment to the Amended and Restated Articles of Incorporation of the Corporation was approved by the shareholders of the Corporation, with the number of votes cast for the amendment being sufficient for approval in accordance with the applicable provisions of the Florida Business Corporation Act.

IN WITNESS WHEREOF, the undersigned duly authorized officer of the Corporation has executed these Articles of Amendment to the Amended and Restated Articles of Incorporation as of this 8th day of August, 2008.



Michael W. Katz
President

FILED
08 AUG - 8 PM 2:38
SECRETARY OF STATE
TALLAHASSEE, FLORIDA