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FILED

TRANSMITTAL LETTER

00 MAR 27 AM 9: 16

Department of State
Division of Corporations
P.O. BOX 6237
Tallahassee, FL 32314

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

SUBJECT: NOVUS PROMOTIONAL PRODUCTS INC.

Enclosed is an original and one (1) copy of the articles of incorporation and a check for \$78.75 -
Filing Fee & Certificate of Status.

FROM: A

100003185601--5
-03/27/00--01120--007
*****78.75 *****78.75

Pablo H. Giani
785 Siesta Key Trail
Deerfield Beach, FL 33441

NO COPY
3/31/00

**ARTICLES OF INCORPORATION
OF
NOVUS PROMOTIONAL PRODUCTS INC.**

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

The undersigned, acting as incorporator of NOVUS PROMOTIONAL PRODUCTS INC. under the Florida Business Corporation Act, adopts the following articles of incorporation.

ARTICLE I – NAME

The name of the corporation is:
NOVUS PROMOTIONAL PRODUCTS INC.

ARTICLE II – ADDRESS

The mailing address of the corporation is:
10669 Boca Entrada Blvd.
Boca Raton, FL 33428

ARTICLE III – COMMENCEMENT OF EXISTENCE

The existence of the corporation will commence on the date of filing these articles of incorporation.

ARTICLE IV – PURPOSE

The corporation is organized for the purpose of transacting any and all lawful business permitted under the laws of the United States and State of Florida.

ARTICLE V – AUTHORIZED SHARES

The maximum number of shares that the corporation is authorized to have outstanding at any time is 1000 shares of common stock having a par value of \$1 per share.

ARTICLE VI – INITIAL REGISTERED OFFICE AND AGENT

The street address of the initial registered office of the corporation is 5725 Margate Blvd. – Margate, FL 33063 and the name of the corporation's initial registered agent at that address is Pablo H. Giani.

ARTICLE VII – INITIAL BOARD OF DIRECTORS

The corporation shall have one director initially. The number of directors may either be increased or diminished from time to time as provided in the bylaws, but never be less than one. The name and address of the initial director is as follows:

NAME
PABLO H. GIANI

ADDRESS
10669 Boca Entrada Blvd. Boca Raton, FL 33428

ARTICLE VIII – INCORPORATOR

The name and address of the incorporators are as follows:

NAME
PABLO H. GIANI

ADDRESS
5725 Margate Blvd. – Margate, FL 33063

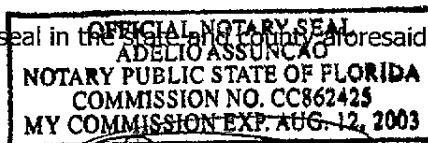
ARTICLE IX – BYLAWS

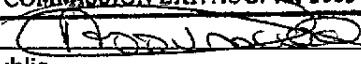
The power to adopt, alter, amend or repeal bylaws shall be vested in the board of directors and the shareholders, except that the board of directors may not amend or repeal any bylaw adopted by shareholders which specifically provides that the bylaw is not subject to amendment or repeal by the directors.

STATE OF FLORIDA
COUNTY OF BROWARD

Before me, a notary public authorized to take acknowledgment in the state and county set forth above, personally appeared PABLO H. GIANI know to me and known by me to be the person who executed the foregoing articles of incorporation, and he acknowledged before me that he executed the articles of incorporation.

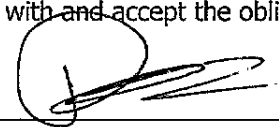
In witness whereof, I have hereto set my hand and seal in the state and county aforesaid this 23 day of March, 2000.




Notary Public

ACKNOWLEDGEMENT:

Having been named to accept service of process for the corporation named above, at the place designated in this certificate, I agree to act in that capacity, to comply with the provisions of the Florida Business Corporation Act, and am familiar with and accept the obligations of the position.


PABLO H. GIANI

ARTICLE X – AMENDMENTS

The corporation reserves the right to amend, alter, change, or repeal any provision in these articles of incorporation in the manner prescribed by law, and all right conferred on shareholders are subject to this reservation.

The undersigned incorporator, for the purpose of forming a corporation under the laws of the State of Florida, has executed these articles of incorporation this 23 day of March 2000.

A handwritten signature in black ink, appearing to read 'Pablo H. Giani', written over a horizontal line.

PABLO H. GIANI

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TALLAHASSEE, FLORIDA