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CATALOGUE VENTURES, INC.**

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T. BROWN

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**ARTICLES OF AMENDMENT
TO
ARTICLES OF INCORPORATION
OF
CATALOGUE VENTURES, INC.
(Document No. P00000033054)**

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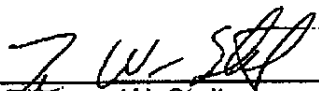
Pursuant to the provisions of Section 607.1006, Florida Statutes, Catalogue Ventures, Inc. adopts the following amendment to its Articles of Incorporation:

Article I of the Articles of Incorporation is hereby amended to read as follows:

"The name of this Corporation is Body Central Direct, Inc. The address of the principal office and the mailing address of the Corporation is 6225 Powers Avenue, Jacksonville, Florida 32217."

The foregoing amendment was adopted by the Board of Directors on December 6, 2012. The amendment was adopted by the sole shareholder on December 7, 2012. The number of votes cast for the amendment by the shareholder was sufficient for approval.

Dated: December 7, 2012



Name: Thomas W. Stoltz
Title: Executive Vice President, Chief
Operating Officer and Chief Financial
Officer

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