CAPITAL CONNECTION, INC.

417 E. Virginia Street, Suite 1 • Tallahassee, Florida 32302 (850) 224-8870 • 1-800-342-8062 • Fax (850) 222-1222

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ARTICLES OF INCORPORATION

OF

PARADIGM DIRECT, INC.

The undersigned, as incorporator, and for the purpose of forming a corporation under the Florida Business Corporation Act, submits the following Articles of Incorporation

ARTICLE I

NAME

The name of the corporation is:

PARADIGM DIRECT, INC.

ARTICLE II

PRINCIPAL OFFICE

orporation is initially

The principal place of business and mailing address for the corporation is initially 619 North Reo Street, Tampa, Florida 33609

ARTICLE III

PURPOSE

The nature of the business and objects and purposes proposed to be transacted, promoted or carried on are to engage in any and all lawful business for which corporations may be organized under the Florida Business Corporation Act.

ARTICLE IV

CAPITAL STOCK

The number of shares of stock that the corporation is authorized to issue is ten thousand (10,000) shares of common stock having a par value of One (\$1.00) Dollar per share.

ARTICLE V

INITIAL DIRECTORS

The initial Directors, initial Board of Directors shall consist of four Directors, whose names are as follows:

Kelly P. Ream, Chairman of the Board Gerald L. Ream Joan Ream Michael A. Pinto

who shall hold office until the first annual meeting of the shareholders, and until their successors shall have been elected and qualified or until their earlier resignation, removal from office or death.

The number of Directors may be changed by Amendment of the By-Laws, by a vote of no less than 80% of the shareholders.

ARTICLE VI

INITIAL OFFICERS

The initial officers are:

Kelly P. Ream, President and Chairman of the Board Michael A. Pinto, Vice President Joan Ream, Secretary/Treasurer

who shall hold office until the first annual meeting of the Board of Directors and until their

successors shall have been elected and qualified or until their earlier resignation, removal from office or death.

ARTICLE VI

REGISTERED AGENT

The name and Florida street address of the registered agent is:

David A. Townsend 608 W. Horatio Street Tampa, FL 33606-2228

ARTICLE VII

INCORPORATOR

The name and address of the Incorporator is:

David A. Townsend Townsend & Brannon 608 W. Horatio Street Tampa, Florida 33606-2228

ARTICLE VIII

AMENDMENT

These Articles of Incorporation may be amended in the manner provided by law.

IN WITNESS WHEREOF, the undersigned, as Incorporator, executed the foregoing Articles of Incorporation.

DAVID A. TOWNSEND

CERTIFICATE DESIGNATING PLACE OF BUSINESS OR DOMICILE FOR THE SERVICE OF PROCESS WITHIN FLORIDA NAMING AGENT UPON WHO PROCESS MAY BE SERVED

In compliance with Section 48.091, Florida Statutes, the following is submitted.

PARADIGM DIRECT, INC. desiring to organize or qualify under the laws of the State of Florida, has named DAVID A. TOWNSEND located at 608 W. HORATIO ST., TAMPA, FLORIDA 33606-2228, as its agent to accept service of process within Florida.

Having been named to accept service of process for the above stated corporation, at the place designated in this certificate, I hereby agree to act in this capacity, and I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties.

DAVID A. TOWNSEND

DATE: 10/3/00

