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ACCOUNT NO. : 072100000032

REFERENCE : 529336 118517A

AUTHORIZATION :

Patricia Pizeto

COST LIMIT : \$ 78.75

SECRETARY OF STATE
TALLAHASSEE FLORIDA

2001 SEP 20 PM 12:41

FILED

ORDER DATE : September 20, 2001

ORDER TIME : 10:56 AM

ORDER NO. : 529336-005

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CUSTOMER NO: 118517A

CUSTOMER: Christina C. Young, Esq
Fuller Holsonback Bivins &
Malloy
Suite 2650
100 N. Tampa Street
Tampa, FL 33602

DOMESTIC FILING

NAME: GUEST MATTERS, INC.

EFFECTIVE DATE:

XX ARTICLES OF INCORPORATION
 CERTIFICATE OF LIMITED PARTNERSHIP
 ARTICLES OF ORGANIZATION

PLEASE RETURN THE FOLLOWING AS PROOF OF FILING:

XX CERTIFIED COPY
 PLAIN STAMPED COPY
 CERTIFICATE OF GOOD STANDING

CONTACT PERSON: Deborah Schroder - EXT. 1118

EXAMINER'S INITIALS:

DIVISION OF CORPORATION

01 SEP 20 AM 11:33

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9/20/01

ARTICLES OF INCORPORATION

OF

GUEST MATTERS, INC.

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SECRETARY OF STATE
TALLAHASSEE FLORIDA

The undersigned, acting as the incorporator of Guest Matters, Inc., under the Florida Business Corporation Act, adopts the following Articles of Incorporation.

ARTICLE I. NAME

The name of the corporation is:

Guest Matters, Inc.

ARTICLE II. PRINCIPAL OFFICE AND MAILING ADDRESS

The street address of the principal business office and mailing address of the corporation is:

10313 Carrollwood Lane
Tampa, Florida 33618-4700

ARTICLE III. CAPITAL STOCK

The number of shares of capital stock that the corporation is authorized to issue is 1,000 shares of common stock, having a par value of \$0.10 per share.

ARTICLE IV. INITIAL BOARD OF DIRECTORS

The corporation shall have one director initially. The name and street address of the initial director is:

Stacey T. Alexander
10313 Carrollwood Lane
Tampa, Florida 33618-4700

ARTICLE V. INITIAL REGISTERED OFFICE AND AGENT

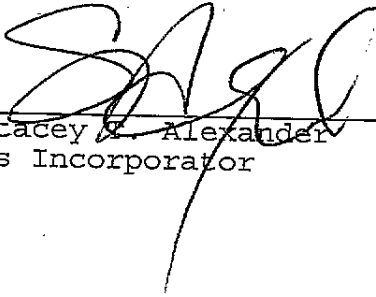
The street address of the initial registered office of the corporation is 10313 Carrollwood Lane, Tampa, Florida 33618-4700, and the name of the corporation's initial registered agent at that address is Stacey T. Alexander.

ARTICLE VI. INCORPORATOR

The name and street address of the incorporator is:

Stacey T. Alexander
10313 Carrollwood Lane
Tampa, Florida 33618-4700

EXECUTION DATE: Sept. 15, 2001



Stacey T. Alexander
as Incorporator

GUEST MATTERS, INC.

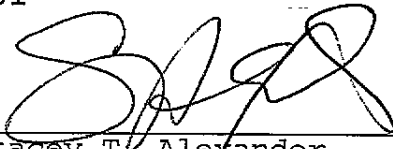
ACCEPTANCE OF REGISTERED AGENT

Pursuant to Sections 48.091 and 607.0501, Florida Statutes, the following is submitted:

That Guest Matters, Inc., desiring to organize as a corporation under the laws of the State of Florida with its initial registered office, as indicated in its Articles of Incorporation, at 10313 Carrollwood Lane, Tampa, Florida 33618-4700, has named Stacey T. Alexander as its agent to accept service of process within the State of Florida.

Having been named to accept service of process for Guest Matters, Inc., at the place designated in this document, the undersigned agrees to act in that capacity and to comply with the provisions of the Florida Business Corporation Act relative to keeping open the registered office. The undersigned is familiar with, and accepts the obligations of, Section 607.0501, Florida Statutes.

EXECUTION DATE: Sept. 15, 2001



Stacey T. Alexander
as Registered Agent

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