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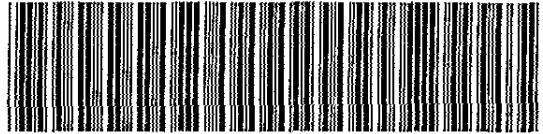
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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

TSolovio

JAMES R. STEARNS, P.A.

ATTORNEY AT LAW

1370 PINEHURST RD.
DUNEDIN, FLORIDA 34698
(727) 736-2900 • FAX (727) 733-8531
JRS LAW@TAMPABAY.FL.COM

September 26, 2003

Secretary of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

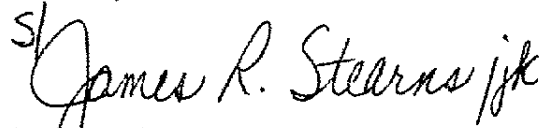
RE: DES Educational Publications, Inc.

Dear Sir/Madam:

Enclosed for filing please find the originals and one copy of the Articles of Incorporation for the above-referenced corporation. Please return a certified copy of the filed Articles to my office in the enclosed self-addressed stamped envelope. I have enclosed my firm's check in the amount of \$78.75; \$70.00 for the filing fee and \$8.75 for the certified copy of the filed Articles.

If anything further is needed, or should you have any questions, please do not hesitate to contact my office.

Sincerely,

A handwritten signature in black ink that reads "James R. Stearns jrk". The signature is written in a cursive, flowing style.

James R. Stearns

JRS/jk
Enclosures

**SIGNED IN THE ATTORNEY'S
ABSENCE TO AVOID DELAY**

cc: Kevin Donoghue

ARTICLES OF INCORPORATION
OF
DES EDUCATIONAL PUBLICATIONS, INC.

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

The undersigned subscriber to these Articles of Incorporation, a natural person competent to contract, hereby forms a corporation under the laws of the State of Florida.

ARTICLE I NAME

The name of the corporation shall be DES EDUCATIONAL PUBLICATIONS, INC.

ARTICLE II LOCATION

The location of this corporation shall be:

533 Main Street, Dunedin, FL 34698

ARTICLE III NATURE OF BUSINESS

The corporation may engage or transact in any or all lawful activities or business permitted under the laws of the United States, the State of Florida or any other State, Country, Territory or Nation.

ARTICLE IV CAPITAL STOCK

The maximum number of shares of stock that this corporation is authorized to have outstanding at any one time is 1,000 shares of common stock having a par value of \$1.00 per share.

ARTICLE V INITIAL
REGISTERED OFFICE
AND AGENT

The street address of the initial registered office of this corporation is 1370 Pinehurst Road, Dunedin, Florida 34698, and the name of the initial registered agent of this corporation at that address is James R. Stearns, Esquire.

ARTICLE VI TERM OF EXISTENCE

This corporation is to exist perpetually.

ARTICLE VII DIRECTORS

The corporation shall have three (3) directors initially. The names and street addresses of the initial members of the Board of Directors are:

Donna M. Donoghue	Kevin J. Donoghue	James P. Donoghue
1135 Victoria Drive, #1	1135 Victoria Drive, #1	723 Loudon Avenue
Dunedin, FL 34698	Dunedin, FL 34698	Dunedin, FL 34698

ARTICLE VIII OFFICERS

The names and addresses of the initial officers of the corporation who shall hold office for the first year of the corporation, or until their successors are elected or appointed are:

President: Donna M. Donoghue
1135 Victoria Drive, #1
Dunedin, FL 34698

Secretary: James P. Donoghue
723 Loudon Avenue
Dunedin, FL 34698

ARTICLE IX SUBSCRIBER

The name and street address of the subscriber to these Articles of Incorporation is:

<u>Name</u>	<u>Address</u>	<u>No. of Shares</u>
Insights by KJJD, Inc.	533 Main Street Dunedin, FL 34698	100

ARTICLE X PREEMPTIVE RIGHTS

Every shareholder, upon the sale for cash of any new stock of this corporation of the same kind, class or series as that which he already holds, shall have the right to purchase his pro-rata share (as nearly as may be done without issuance of fractional shares) at the price at which it is offered to others.

ARTICLE XI CUMULATIVE VOTING

At each election for directors, every shareholder entitled to vote at that election shall have the right to cumulate his votes by giving one candidate as many votes as the number of directors to be elected at that time multiplied by the number of shares, or by distributing those votes on the same principle among any number of candidates.

ARTICLE XII AMENDMENTS

This corporation reserves the right to amend or repeal any provisions contained in these Articles of Incorporation or any amendment hereto, and any right conferred upon the shareholders is subject to this reservation.

IN WITNESS WHEREOF, the undersigned has hereunto set his hand and seal on this 26th day of September, 2003.

INSIGHTS BY KJJD, INC.

BY: [Signature]

KEVIN J. DONOGHUE, President

STATE OF FLORIDA
COUNTY OF PINELLAS

The foregoing Articles of Incorporation were acknowledged before me this 26th day of September, 2003, by KEVIN J. DONOGHUE as President of INSIGHTS BY KJJD, INC., a Florida corporation, who is personally known to me or who has produced N/A as identification and who did take an oath, and acknowledged to and before me that he has executed the foregoing instrument for the purposes therein expressed.



NOTARY PUBLIC:

SIGN [Signature]

PRINT Jessica L. Kelsey
State of Florida at Large (Seal)

My Commission Expires:

ACCEPTANCE BY REGISTERED AGENT

HAVING BEEN NAMED as Registered Agent 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 to the proper and complete performance of my duties.


JAMES R. STEARNS

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA