

**Electronic Articles of Incorporation
For**

P04000100598
FILED
July 06, 2004
Sec. Of State
jshivers

CATALINA MARKETING SERVICES, INC.

The undersigned incorporator, for the purpose of forming a Florida profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

CATALINA MARKETING SERVICES, INC.

Article II

The principal place of business address:

2665 N. ATLANTIC AVENUE
P.O. BOX 224
DAYTONA BEACH, FL. US 32118

The mailing address of the corporation is:

2665 N. ATLANTIC AVENUE
P.O. BOX 224
DAYTONA BEACH, FL. US 32118

Article III

The purpose for which this corporation is organized is:

ANY AND ALL LAWFUL BUSINESS.

Article IV

The number of shares the corporation is authorized to issue is:

100

Article V

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

JAMES LANNI
2665 N. ATLANTIC AVENUE
DAYTONA BEACH, FL. 32118

I certify that I am familiar with and accept the responsibilities of registered agent.

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Registered Agent Signature: JAMES LANNI

Article VI

The name and address of the incorporator is:

JAMES LANNI
P.O. BOX 224
2665 N. ATLANTIC AVENUE
DAYTONA BEACH, FL 32118

Incorporator Signature: JAMES LANNI

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
STEVE LANNI
2665 N. ATLANTIC AVENUE, PO BOX 224
DAYTONA BEACH, FL. 32118 US

Article VIII

The effective date for this corporation shall be:

07/05/2004