Electronic Articles of Incorporation For

P05000034027 FILED March 04, 2005 Sec. Of State jshivers

BLUE NILE FOOD MARKET II, 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:

BLUE NILE FOOD MARKET II, INC.

Article II

The principal place of business address:

1600 18TH. AVE. SOUTH ST. PETERSBURG, FL. 33712

The mailing address of the corporation is:

1600 18TH. AVE. SOUTH ST. PETERSBURG, FL. 33712

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:

MERWAN D GRADE 9100 9TH. STREET N. 1002 ST. PETERSBURG, FL. 33702 I certify that I am familiar with and accept the responsibilities of registered agent.

P05000034027 FILED March 04, 2005 Sec. Of State ishivers

Registered Agent Signature: MERWAN D. GRADE

Article VI

The name and address of the incorporator is:

MERWAN D GRADE 9100 9TH. STREET N. #1002 ST. PETERSBURG, FL. 33702

Incorporator Signature: MERWAN D GRADE

Article VII

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

Title: P MERWAN D GRADE 9100 9TH. STREET N. #1002 ST. PETERSBURG, FL. 33702

Article VIII

The effective date for this corporation shall be:

03/01/2005