Electronic Articles of Incorporation For

P06000094753 FILED July 18, 2006 Sec. Of State lpoole

BLUE NILE FOOD MARKET GROUP 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 GROUP 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: GENERAL MARKET PLACE,

Article IV

The number of shares the corporation is authorized to issue is: 3000

Article V

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

FAKIHA ABUBEKER 9100 9TH STREET N. APT # 1002 ST. PETERSBURG, FL. 30072

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

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Registered Agent Signature: FAKIHA ABUBEKER

Article VI

The name and address of the incorporator is:

FAKIHA ABUBEKER 1600 18TH AVE SOUTH

ST. PETERSBURG FL 33712

Incorporator Signature: FAKIHA ABUBEKER

Article VII

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

Title: P/VP FAKIHA ABUBEKER 9100 9TH STREET N. APT.# 1002 ST. PETERSBURG, FL. 30072

Title: T MERWAN D GRADE 9100 9TH STREET N. APT.# 1002 ST. PETERSBURG, FL. 30072

Article VIII

The effective date for this corporation shall be: 07/12/2006