

**Electronic Articles of Incorporation
For**

P07000005557
FILED
January 12, 2007
Sec. Of State
cgolden

BLUE NILE MEDIA GROUP INCORPORATED

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 MEDIA GROUP INCORPORATED

Article II

The principal place of business address:

4930 NW 16 COURT
LAUDERHILL, FL. 33313

The mailing address of the corporation is:

4930 NW 16 COURT
LAUDERHILL, FL. 33313

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:

APRIL N ROBINSON
4930 NW 16 COURT
LAUDERHILL, FL. 33313

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

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Registered Agent Signature: APRIL N. ROBINSON

Article VI

The name and address of the incorporator is:

APRIL N. ROBINSON
4930 NW 16 COURT

LAUDERHILL, FL 33313

Incorporator Signature: APRIL N. ROBINSON

Article VII

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

Title: P
APRIL N ROBINSON
4930 NW 16 COURT
LAUDERHILL, FL. 33313

Article VIII

The effective date for this corporation shall be:

01/12/2007