

**Electronic Articles of Incorporation
For**

P07000038628
FILED
March 27, 2007
Sec. Of State
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NIELSEN BUSINESS SERVICES, 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:

NIELSEN BUSINESS SERVICES, INCORPORATED

Article II

The principal place of business address:

1 WEST STREET
3209
NEW YORK, NY, . 10004

The mailing address of the corporation is:

1 WEST STREET
3209
NEW YORK, N.Y., . 10004

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:

1

Article V

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

KURZBAN, KURZBAN, WEINGER & TETZELI, P.A.
2650 S.W. 27 AVENUE, 2ND FLOOR
MIAMI, FL. 33133

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

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Registered Agent Signature: HELENA TETZELI

Article VI

The name and address of the incorporator is:

CLAES MURUGASAN NIELSEN
1 WEST STREET
3209
NEW YORK, N.Y., 10004

Incorporator Signature: CLAES MURUGASAN NIELSEN

Article VII

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

Title: P
CLAES M NIELSEN
1 WEST STREET, #3209
NEW YORK,, N.. 10004

Article VIII

The effective date for this corporation shall be:

03/23/2007