

**Electronic Articles of Incorporation
For**

P07000104928
FILED
September 20, 2007
Sec. Of State
shawkes

THE JEWELRY WAREHOUSE, 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:

THE JEWELRY WAREHOUSE, INC.

Article II

The principal place of business address:

113 FLAGSHIP DRIVE
LUTZ, FL. 33549

The mailing address of the corporation is:

113 FLAGSHIP DRIVE
LUTZ, FL. 33549

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:

10000

Article V

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

GREGORY SKIBBEE
111 FLAGSHIP DRIVE
LUTZ, FL. 33549

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

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Registered Agent Signature: GREGORY SKIBBEE

Article VI

The name and address of the incorporator is:

PAUL FISCHER
111 FLAGSHIP DRIVE

LUTZ, FLORIDA 33549

Incorporator Signature: PAUL FISCHER

Article VII

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

Title: P
GREGORY SKIBBEE
111 FLAGSHIP DRIVE
LUTZ, FL. 33549

Article VIII

The effective date for this corporation shall be:

09/18/2007