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May 15 1997 8:00am
Secretary of State

PROFIT
CORPORATION
ANNUAL REPORT
1997



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF CORPORATIONS

DOCUMENT # P08856 (7)
1. Corporation Name
PRINCIPAL MARKETING SERVICES, INC.



Principal Place of Business

711 HIGH ST.
%BETTY CREIGHTON, LAW DEPT.
DES MOINES IA 50392-0300
US

Mailing Address

711 HIGH STREET
%BETTY CREIGHTON, LAW DEPT
DES MOINES IA 50392-0001
US

3. Date Incorporated or Qualified
01/27/1986

3a. Date of Last Report
04/24/1996

2. Principal Place of Business

21 Suite, Apt. #, etc.

22 City & State

23 Zip Country

24 25

2a. Mailing Address

26 Suite, Apt. #, etc.

27 City & State

28 Zip Country

29 30

4. FEI Number

42-1255850

Applied For
Not Applicable

5. Certificate of Status Desired

\$8.75 Additional
Fee Required

6. Election Campaign Financing
Trust Fund Contribution

\$5.00 May Be
Added to Fees

8. This corporation has liability for intangible tax under s. 199.032,
Florida Statutes

Yes No

9. Name and Address of Current Registered Agent

CT CORPORATION SYSTEM
1200 S. PINE ISLAND ROAD
PLANTATION FL 33324

10. Name and Address of New Registered Agent

81 Name

82 Street Address (P.O. Box Number is Not Acceptable)

83

84 City

FL

85 Zip Code

11. Pursuant to the provisions of Sections 607.0502 and 607.1508, Florida Statutes, the above-named corporation submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. Such change was authorized by the corporation's board of directors. I hereby accept the appointment as registered agent. I am familiar with, and accept the obligations of, Section 607.0505, Florida Statutes.

SIGNATURE

Signature, typed or printed name of registered agent and title if applicable

(NOTE - Registered Agent signature required when reinstating)

DATE

12. OFFICERS AND DIRECTORS

TITLE VP DELETE

NAME GARDNER, JENNIFER S.
STREET ADDRESS 1021 BRIAR RIDGE ROAD
CITY-ST-ZIP W DES MOINES IA

TITLE VT DELETE

NAME WISGERHOF, J.G.
STREET ADDRESS 7113 TWANA DR.
CITY-ST-ZIP URBANDALE IA

TITLE VS DELETE

NAME HOFFMAN, J. N.
STREET ADDRESS 5834 PLEASANT DR
CITY-ST-ZIP DES MOINES IA

TITLE PD DELETE

NAME KENNEDY, PAMELA S
STREET ADDRESS 13140 CEDARWOOD AVENUE
CITY-ST-ZIP DES MOINES IA 50325

TITLE V DELETE

NAME LEO, FLORY J.
STREET ADDRESS 5821 PLEASANT ST.
CITY-ST-ZIP W. DES MOINES IA

TITLE VP DELETE

NAME NARBER, GREGG R.
STREET ADDRESS 309 JORDAN DRIVE
CITY-ST-ZIP W. DES MOINES IA

13. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 12

1.1 TITLE V Change Addition

1.2 NAME Crew, Melissa D.
1.3 STREET ADDRESS 711 High Street
1.4 CITY-ST-ZIP Des Moines, IA 50392

2.1 TITLE T Change Addition

2.2 NAME Bassett, Craig L.
2.3 STREET ADDRESS 711 High Street
2.4 CITY-ST-ZIP Des Moines, IA 50392

3.1 TITLE Change Addition

3.2 NAME 711 High Street
3.3 STREET ADDRESS Des Moines, IA 50392

4.1 TITLE PD Change Addition

4.2 NAME McMahon, A. Micheal
4.3 STREET ADDRESS 711 High Street
4.4 CITY-ST-ZIP Des Moines, IA 50392

5.1 TITLE V Change Addition

5.2 NAME Gordon, William C.
5.3 STREET ADDRESS 711 High Street
5.4 CITY-ST-ZIP Des Moines, IA 50392

6.1 TITLE V Change Addition

6.2 NAME 711 High Street
6.3 STREET ADDRESS Des Moines, IA 50392 (See attachment A)
6.4 CITY-ST-ZIP

14. I do hereby certify that the information supplied with this filing does not qualify for the exemption stated in Section 119.07(3)(i), Florida Statutes. I further certify that the information indicated on this annual report or supplemental annual report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears in Block 12 or Block 13 if changed, or on an attachment with an address.

SIGNATURE:

[Signature]

CR2E034 (9/96)

Attachment A
Principal Marketing Services, Inc.
Directors and Officers

28-Apr-97

Director

Name, Title, and Date Elected

John Edward Aschenbrenner 4/9/97
Chairman

Charles Robert Duncan 4/9/97

Stephan Lowry Jones 4/9/97

Michael Walter Keller 4/9/97

A. Micheal McMahon 4/9/97

Michael J. Streck 4/9/97

Officer

Name, Title, and Date Elected

A. Micheal McMahon 4/15/97
President

Gregg Ross Narber 4/15/97
Senior Vice President and General Counsel

Jerald L. Bogart 4/15/97
Vice President

Melissa D. Crew 4/15/97
Vice President

William Cedric Gordon 4/15/97
Vice President

Kathryn M. Rupiper 4/15/97
Vice President

David Paul Ellingson 4/15/97
Vice President and Associate General Counsel

Douglas Craig Cunningham 4/15/97
Vice President and Controller

Joyce Nixon Hoffman
Vice President and Corporate Secretary

4/15/97

Craig Lawrence Bassett
Treasurer

4/15/97

Mary Louise Bricker
Assistant Corporate Secretary

4/15/97

Corporation Address/Address for all Directors and Officers
711 High Street, Des Moines, Iowa 50392