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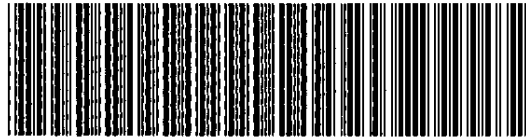
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TALLAHASSEE, FLORIDA
2011 JUL 14 PM 12:09

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J. Shivers JUL 18 2011

JAMES A. BARKS
ATTORNEY AT LAW
SUITE B
1120 WEST FIRST STREET
SANFORD, FLORIDA 32771

www.jamesbarks.com
jabarks@bellsouth.net

TELEPHONE (407) 321-1224
FAX (407) 321-1467

July 12, 2011

FLORIDA DEPARTMENT OF STATE
Division of Corporations
Post Office Box 6327
Tallahassee, Florida 32314

Re: REEL HOT LURES, INC.

Gentlemen:

Enclosed please find my trust account check payable to your order in the amount of \$78.75
Articles of Incorporation and copy of same.

Amounts on the enclosed check are broken down as follows:

\$35.00 - Filing fee

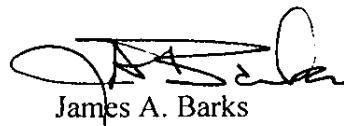
\$35.00 - Designating Registered Agent

\$8.75 - Certified copy of Articles of Incorporation

Please file the enclosed Articles and return a certified copy of same to me.

Thank you for your assistance.

Very truly yours,


James A. Barks

JAB/ksr

Enclosures

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TALLAHASSEE, FLORIDA

ARTICLES OF INCORPORATION

OF

REEL HOT LURES, INC.

The undersigned incorporators to these Articles of Incorporation hereby associate themselves together to form a corporation under the laws of the State of Florida.

ARTICLE I. NAME

The name of the corporation is: REEL HOT LURES, INC.

ARTICLE II. COMMENCEMENT AND DURATION

Corporate existence of this corporation shall commence upon the filing of these Articles of Incorporation by the Department of State of the State of Florida, and this corporation is to exist perpetually.

ARTICLE III. GENERAL PURPOSE

The general purpose of the business to be transacted by this corporation is to engage in any and all lawful business permitted under the Law of the United States and the Laws of the State of Florida.

ARTICLE IV. NUMBER OF SHARES

The maximum number of stock that this corporation is authorized to issue is 1,000 shares of common stock with \$1.00 par value per share, said shares shall be of the same class without preference.

ARTICLE V. INITIAL PRINCIPAL OFFICE AND REGISTERED AGENT

The street address of the initial principal office and registered office of this corporation is 1901 Enterprise Osteen Road, Enterprise, Florida 32738, and the name of the initial registered agent of this corporation is MARLA STEPHENSON-RUSSELL.

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TALLAHASSEE, FLORIDA
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ARTICLE VI. INITIAL BOARD OF DIRECTORS

This corporation shall have two (2) directors initially. The number of directors may be either increased or diminished from time to time by the bylaws but shall never be less than one (1). The name(s) and address(es) of the initial director(s) of this corporation are:

MARLA STEPHENSON-RUSSELL
1901 Enterprise Osteen Road
Enterprise, Florida 32738

DAVID A. RUSSELL, JR.
1901 Enterprise Osteen Road
Enterprise, Florida 32738

ARTICLE VII. INCORPORATORS

The names and addresses of the person(s) signing these articles are:

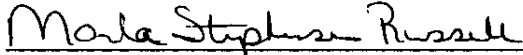
MARLA STEPHENSON-RUSSELL
1901 Enterprise Osteen Road
Enterprise, Florida 32738

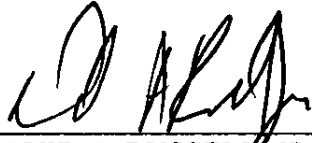
DAVID A. RUSSELL, JR.
1901 Enterprise Osteen Road
Enterprise, Florida 32738

ARTICLE VIII. AMENDMENT

This corporation reserves the right to amend or repeal any provisions contained in these Articles of Incorporation, or any amendment hereto, and any right conferred upon the shareholders is subject to these reservations.

IN WITNESS WHEREOF, the undersigned subscriber(s) executed these Articles of Incorporation this 12 day of July, 2011.


MARLA STEPHENSON-RUSSELL
Incorporator


DAVID A. RUSSELL, JR., Incorporator

CERTIFICATE DESIGNATING REGISTERED AGENT AND
STREET ADDRESS OF THE OFFICE FOR
SERVICE OF PROCESS WITHIN THIS STATE

Pursuant to Florida Statutes, this is to certify that REEL HOT LURES, INC., a corporation duly organized and existing under the Laws of the State of Florida, has named MARLA STEPHENSON-RUSSELL of 1901 Enterprise Osteen Road, Enterprise, Florida 32738, as its agent to accept service of process within this State and the said address as the office for such service of process.

Marla Stephenson Russell
MARLA STEPHENSON-RUSSELL
President

ACKNOWLEDGMENT

Having been named to accept service of process for the above stated corporation, at the place designated in this certificate, I hereby agree to act in this capacity, and agree to comply with the provisions of the Florida Statutes relative thereto.

Marla Stephenson Russell
MARLA STEPHENSON-RUSSELL
Registered Agent

SECRETARY OF STATE
TALLAHASSEE, FLORIDA
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