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FLORIDA PROFIT/NON PROFIT CORPORATION PERSONAL CONCEPT, INC.

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SECRETARY OF STATE
TALLAHASSEE FLORIDA

ARTICLES OF INCORPORATION OF PERSONAL CONCEPT, INC.

THE UNDERSIGNED, acting as sole incorporator of PERSONAL CONCEPT, INC. under Chapter 607 of the Florida Statutes, hereby adopts the following Articles of Incorporation for such corporation:

ARTICLE I. NAME

The name of the corporation is PERSONAL CONCEPT, INC.

ARTICLE II. SHARES

The authorized capital stock of the Corporation shall consist of 10,000 shares of common stock, par value \$0.01 per share. Each share of the Corporation's common stock shall have the same rights and preferences as each other share of the Corporation's common stock.

ARTICLE III. COMMENCEMENT OF CORPORATE EXISTENCE

In accordance with Section 607.0203(1), Florida Statutes, the Corporation's corporate existence shall be deemed to have commenced at 12:01 a.m. on July 19, 2011.

ARTICLE IV. PRINCIPAL OFFICE

The address of the Principal Office of the corporation is as follows:

2462 E. Michigan Street Orlando, FL 32806

The location of the Principal Office shall be subject to change as may be provided in bylaws duly adopted by the Corporation.

ARTICLE V. MAILING ADDRESS

The mailing address of the corporation is as follows:

2462 E. Michigan Street Orlando, FL 32806 (((H11000188771 3)))

ARTICLE VI. REGISTERED OFFICE AND AGENT

The address of the initial Registered Office of the corporation and the initial Registered Agent at such address are as follows:

Gregory W. Meier, Esq.
Shuffield, Lowman & Wilson, P.A.
1000 Legion Place, Suite 1700
Orlando, FL 32801

ARTICLE VII. BOARD OF DIRECTORS AND OFFICERS

The number of Directors constituting the initial Board of Directors of the corporation is two (2). The number of Directors may be increased or decreased from time to time as provided in the bylaws of the Corporation, but in no event shall the number of Directors be less than one (1). The names and addresses of the persons who are to serve as initial Directors and officers until the first annual meeting of the shareholders of the corporation or until successor Directors and officers are elected and shall qualify are as follows:

Timothy Bates 2462 E. Michigan Street Orlando, FL 32806 Director and Vice President

Kimberly Bates 2462 E. Michigan Street Orlando, FL 32806 Secretary

Faro Randazzo 2462 E. Michigan Street Orlando, FL 32806 Director and President

Donna Randazzo 2462 E. Michigan Street Orlando, FL 32806 Treasurer

ARTICLE VIII. INCORPORATOR

The name and address of the sole incorporator of the corporation is as follows:

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Gregory W. Meier, Esq.
Shuffield, Lowman & Wilson, P.A.
1000 Legion Place, Suite 1700
Orlando, FL 32801

SECRETARY OF STATE TALL AHASSEE FLORIDA

IN WITNESS WHEREOF, these Articles have been signed by the undersigned incorporator this 22^{nd} day of July, 2011.

Gregory W. Meier, as

Incorporator

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FILED

ACCEPTANCE OF APPOINTMENT BY INITIAL REGISTERED AGENT

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SECRETARY OF STATE TALLAHASSEE FLORIDA

THE UNDERSIGNED, an individual resident of the State of Florida, having been named in the foregoing Articles of Incorporation as initial Registered Agent at the office designated therein, hereby accepts such appointment and agrees to act in such capacity. The undersigned hereby states that he is familiar with, and hereby accepts, the obligations set forth in Section 607.0505, Florida Statutes, and the undersigned will further comply with any other provisions of law made applicable to him as Registered Agent of the corporation.

DATED, this 22nd day of July, 2011.

Gregory W. Meier, Esq.,

Registered Agent