

**Electronic Articles of Incorporation
For**

P11000106811
FILED
December 19, 2011
Sec. Of State
jshivers

LOYALTY SERVICES II 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:

LOYALTY SERVICES II INC

Article II

The principal place of business address:

7900 NW 27TH AVE
MIAIM, FL. US 33147

The mailing address of the corporation is:

18800 NW 2ND AVE
219
MIAMI, FL. US 33169

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:

2

Article V

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

JAYME BARNES
18800 NW 2ND AVE
219
MIAMI, FL. 33169

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

Registered Agent Signature: JAYME BARNES

Article VI

The name and address of the incorporator is:

TWANA KING
20615 NW 38 AVENUE

MIAMI, FL 33055

Electronic Signature of Incorporator: TWANA KING

I am the incorporator submitting these Articles of Incorporation and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of this corporation and every year thereafter to maintain "active" status.

Article VII

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

Title: CEO
TWANA KING
20615 NW 38 AVE
MIAMI, FL. 33055 US

Title: CEO
JAYME BARNES
18800 NW 2ND AVE
MIAMI, FL. 33169 US

Title: CEO
LOYALTY FINANCIAL
18800 NW 2ND AVE
MIAMI, FL. 33169 US

Title: CEO
SIMPLICITY H&W CORP.
20615 NW 38 AVE
MIAMI, FL. 33055 US

Article VIII

The effective date for this corporation shall be:

12/16/2011