

**Electronic Articles of Incorporation
For**

P12000045665
FILED
May 16, 2012
Sec. Of State
jshivers

SIMPLY PURE, 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:

SIMPLY PURE, INC.

Article II

The principal place of business address:

1301 SEMINOLE BLVD
SUITE 126
LARGO, FL. US 33770

The mailing address of the corporation is:

1301 SEMINOLE BLVD
SUITE 126
LARGO, FL. US 33770

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:

10,000

Article V

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

ANDREW CECERE
1301 SEMINOLE BLVD
SUITE 126
LARGO, FL. 33770

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

Registered Agent Signature: ANDREW CECERE

Article VI

The name and address of the incorporator is:

ANDREW CECERE
1301 SEMINOLE BLVD
SUITE 126
LARGO, FL 33770

Electronic Signature of Incorporator: ANDREW CECERE

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: P
ANDREWE CECERE CORP
1301 SEMINOLE BLVD SUITE 126
LARGO, FL. 33770 US

Title: VP
SHAWN MILLER, INC.
1301 SEMINOLE BLVD SUITE 126
LARGO, FL. 33770 US

Title: D
SONYA BRADLEY
1301 SEMINOLE BLVD SUITE 126
LARGO, FL. 33770 US