



THE UNITED STATES
CORPORATION
COMPANY

ACCOUNT NO. : 072100000032

REFERENCE : 244035 81444A

AUTHORIZATION :

COST LIMIT : \$ PREPAID

ORDER DATE : January 31, 1997

ORDER TIME : 9:59 AM

ORDER NO. : 244035-005

CUSTOMER NO: 81444A

CUSTOMER: Jennifer Johnson, Legal Asst
PATTERSON & GREEN

Suite A
3010 S. Third Street
Jacksonville, FL 32250

DOMESTIC FILING

NAME: K & L MARKETING, INC.

EFFECTIVE DATE:

XX ARTICLES OF INCORPORATION
 CERTIFICATE OF LIMITED PARTNERSHIP

PLEASE RETURN THE FOLLOWING AS PROOF OF FILING:

XX CERTIFIED COPY
 PLAIN STAMPED COPY
 CERTIFICATE OF GOOD STANDING

CONTACT PERSON: James Guy

EXAMINER'S INITIALS:

100002074901--9
-01/31/97-01052--015
****122.50 ****122.50

FILED
97 JAN 31 AM 7:29
TALLAHASSEE, FLORIDA

RECEIVED
97 JAN 31 PM 12:05
DIVISION OF CORPORATION

KK
2-3-97

ARTICLES OF INCORPORATION
OF
K & L MARKETING, INC.

FILED
97 JAN 31 AM 7:29
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

The undersigned incorporator, for the purpose of forming a corporation under the Florida Business Corporation Act, hereby adopts the following Articles of Incorporation:

ARTICLE I: Corporate Name. The name of the corporation is K & L MARKETING, INC.

ARTICLE II: Corporate Existence. The corporation shall exist for perpetuity commencing as of the execution of these Articles.

ARTICLE III: Corporate Purpose. The corporation is organized for the purpose of telemarketing of sporting goods and for any and all lawful business allowed under the State of Florida or the United States of America.

ARTICLE IV: Authorized Stock. The corporation is authorized to issue 10,000 shares of common stock, par value \$1.00 each.

ARTICLE V: Initial Registered Office and Agent. The street address of the initial registered officer of the corporation is 3010 South Third Street, Jacksonville Beach, Florida 32250, with a mailing address of the same, and the name of the initial registered agent at that address of this corporation is Lawrence R. Patterson, Esquire.

ARTICLE VI: Principal Place of Business. The principal place of business of this corporation shall be: 13065 Birch Bark Court North, Jacksonville, Florida 32246.

ARTICLE VII: Initial Board of Directors. This corporation shall have one director initially. The number of directors may be either increased or decreased from time to time by the Bylaws, but shall never be less than one. The name and address of the initial directors of this corporation are:

Kenneth D. Sampson
13065 Birch Bark Court North
Jacksonville, Florida 32246

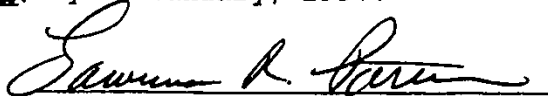
ARTICLE VIII: Incorporator. The name and address of the person signing these Articles is Lawrence R. Patterson, 3010 South Third Street, Suite A, Jacksonville Beach, Florida 32250.

ARTICLE IX: Power to Amend. The power to adopt, alter, amend or repeal Bylaws shall be vested in the Board of Directors and the shareholders.

ARTICLE X: Corporate Reservations. The corporation reserves the right to amend or repeal any provision contained in these Articles of Incorporation or any amendment hereto, and any right conferred upon the shareholders is subject to this reservation.

ARTICLE XI: Preemptive rights. Each shareholder of this corporation shall have the first right to purchase shares (and securities convertible into shares) of any class, kind or series of stock in this corporation that may from time to time be issued (whether or not presently authorized), including shares from the treasury of this corporation, in the ratio that the number of shares he holds at the time issue bears to the total number of shares by any shareholder who does not exercise it and pay for the shares preempted within thirty (30) days of receipt of a notice in writing from the corporation, stating the price, terms and conditions of the issue of the shares inviting it to exercise its preemptive rights. This right may also be waived by affirmative written waiver submitted by the shareholder to the corporation within thirty (30) days of receipt of notice from the corporation.

IN WITNESS WHEREOF, the undersigned subscriber has executed these Articles of Incorporation this 30th day of January, 1997.

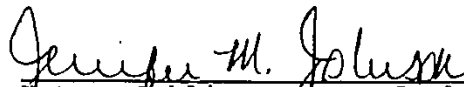

Lawrence R. Patterson

STATE OF FLORIDA
COUNTY OF DUVAL

BEFORE ME, the undersigned authority, personally appeared Lawrence R. Patterson, to me personally known and known to me to be the person described in and who executed the foregoing Articles of Incorporation and acknowledged to me that he executed said Articles freely and voluntarily and for the purposes expressed therein.

WITNESS my hand and seal this 30th day of January, 1997.

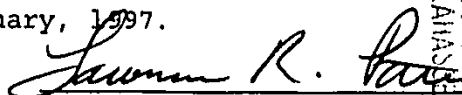



Notary Public, State of Florida

My Commission Expires:

HAVING BEEN NAMED to accept service of process for K & L Marketing, Inc. at the place designated in the Articles of Incorporation, I HEREBY AGREE TO ACT in this capacity and agree to comply with the provisions of all statutes relating to the property in complete performance of my duties.

DATED this 30th day of January, 1997.


Lawrence R. Patterson

FILED
97 JAN 31 AM 7:29
TALLAHASSEE, FLORIDA