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WILMER H. MITCHELL

ATTORNEY AT LAW

130 EAST GOVERNMENT STREET

PENSACOLA, FLORIDA 32501

(850) 434-6211

November 20, 1997

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*****78.75 *****78.75

Secretary of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: CONSUMER PERCEPTION AGENCY, INC.

Dear Madam:

Enclosed is an original and one copy of the Articles of Incorporation for CONSUMER PERCEPTION AGENCY, INC., and a check in the amount of \$78.75 for the filing fee and certificate. Please return your acknowledgement and the certificate to me at the above address.

Yours sincerely,

Wilmer H. Mitchell
WILMER H. MITCHELL

/ss

FILED
97 NOV 21 PM 3:49
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

MR. MITCHELL'S SEC. _____ GAVE
AUTHORIZATION BY PHONE TO
CORRECT EFF. DATE
DATE 11-24-97
DOC. EXAM Q/N

EFFECTIVE DATE

11-20-97

Q/N 11-24-97

ARTICLES OF INCORPORATION
OF
CONSUMER PERCEPTION AGENCY, INC.

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

I, the undersigned subscriber to these Articles of Incorporation, being a natural person competent to contract, hereby forms a corporation under the laws of the State of Florida.

ARTICLE I. NAME

EFFECTIVE DATE

11-20-97

The name of this corporation is Consumer Perception Agency, Inc.

ARTICLE II. NATURE OF BUSINESS

This corporation may engage in any activity or business permitted under the laws of the United States and of the State of Florida. The principal purpose of the corporation is offering customer service research to business firms.

ARTICLE III. CAPITAL STOCK

The maximum number of shares of stock that this corporation is authorized to have outstanding at any one time is 10,000 shares of common stock, having a One Dollar (\$1.00) par value per share.

ARTICLE IV. TERM OF EXISTENCE

The date when corporate existence shall begin shall be the date Nov. 14, 1997.

..... This corporation is to exist perpetually.

ARTICLE V. ADDRESS

The address of the principal office of this corporation is 914 Fairway Drive, Pensacola, Florida, 32507.

ARTICLE VI. DIRECTORS

This corporation shall have two (2) directors on its board of directors. The number of directors may be increased or diminished from time to time by By-Laws adopted by the shareholders, but shall never be less than one.

ARTICLE VII. INITIAL DIRECTOR

The name and street address of the two members of the first Board of Directors are:

Douglas B. Mitchell
914 Fairway Drive
Pensacola, Florida 32507

William Hughes
4841 Woodcliff Drive
Pensacola, FL 32504

ARTICLE VIII. SUBSCRIBER

The name and street address of the persons signing these Articles of Incorporation as incorporator are:

Douglas B. Mitchell
914 Fairway Drive
Pensacola, FL 32507

William Hughes
4841 Woodcliff Drive
Pensacola, FL 32504

ARTICLE IX. REGISTERED AGENT

The name and address of the Registered Agent for this corporation is:

Wilmer H. Mitchell
130 East Government Street
Pensacola, Florida 32501

ARTICLE X. AMENDMENT

These Articles of Incorporation may be amended in the manner provided by law. Every amendment shall be approved by the Board of Directors, proposed by them to the shareholders, and approved at a shareholders' meeting by a majority of the stock entitled to vote thereon, unless all directors and all shareholders sign a written statement manifesting their intention that a certain amendment to these Articles of Incorporation be made and waiving any meetings to further formalize the adoption of that amendment..

THE UNDERSIGNED, for the purposes of forming a corporation under the laws of the State of Florida, does make, file and record these Articles of Incorporation, and does certify that the facts herein stated are true; and have accordingly set their hands and seals hereunto this 11th day of November, 1997.

Douglas B. Mitchell (SEAL)
Douglas B. Mitchell
William Hughes (SEAL)
William Hughes

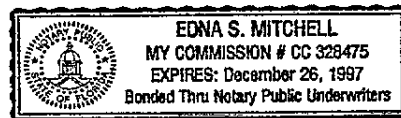
STATE OF FLORIDA

COUNTY OF ESCAMBIA

On this 11th day of November, 1997, before me personally appeared Douglas B. Mitchell and William Hughes, to me known personally and known to me to be the individuals described in and who executed the foregoing Articles of Incorporation and acknowledged that they executed same for the uses and purposes therein set forth.

Edna S. Mitchell

NOTARY PUBLIC, State of Florida
My Commission expires:



STATE OF FLORIDA

Office of Secretary of State

The undersigned, having been designated as Agent for the service of process within the State of Florida upon Consumer Perception Agency, Inc., a corporation organized under the laws of the state of Florida, does hereby accept the appointment as such Agent for the above named corporation. The location of the office of said corporation is 914 Fairway Drive, Pensacola, Florida, 32507. The office of the Registered Agent for service of process is 130 East Government Street, Pensacola, Florida 32501.

IN WITNESS WHEREOF, the name and seal of the said Registered Agent is hereunto affixed at Pensacola, Florida, this 11th day of November, 1997.

 (SEAL)
WILMER H. MITCHELL

FILED
97 NOV 21 PM 3:49
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

EFFECTIVE DATE
11-20-97