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Florida Department of State
Division of Corporations
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FLORIDA PROFIT CORPORATION OR P.A.

the inside story, inc.

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FAX AUDIT # H99000030731 6**ARTICLES OF INCORPORATION**

In compliance with Chapter 607, F.S.

ARTICLE I NAME

The name of the corporation shall be: the inside story, inc.

ARTICLE II PRINCIPAL OFFICE

The principal place of business and mailing address of this corporation shall be: 13742 Blue Lagoon Way, Orlando, Florida 32828. Located in County of Orange

ARTICLE III PURPOSE

The purpose for which the corporation is organized is: Sale of interior design accessories

ARTICLE IV SHARES

The number of shares of stock that this corporation is authorized to have outstanding at any one time is 100. The par value of each share of stock is \$0.01.

ARTICLE V OFFICERS/DIRECTORSThe names and addresses of the initial directors are
Sherri Lamb, 13742 Blue Lagoon Way, Orlando, Florida 32828
Pam Hockensmith, 13742 Blue Lagoon Way, Orlando, Florida 32828**ARTICLE VI REGISTERED AGENT**

The name and Florida Street address of the registered agent is: Business Filings Incorporated, 1 East Broward Blvd., Suite 700, Ft. Lauderdale, FL 33301. Located in the County of Broward

ARTICLE VII INCORPORATOR

The name and street address of the incorporator to these Articles of Incorporation is Richard Oster, 8025 Excelsior Dr, Suite 200, Madison, WI 53717.

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TALLAHASSEE, FLORIDA*****
I hereby accept the appointment as registered agent and agree to act in this capacity.Signature: Richard Oster
Richard Oster, Vice-President
Business Filings IncorporatedDate 12.3.99Signature: Richard Oster
Richard Oster, IncorporatorDate 12.3.99The document was prepared by:
Richard Oster, 8025 Excelsior Dr, Suite 200, Madison, WI 53717. 608-827-5300FAX AUDIT # H99000030731 6