



CERTIFICATE OF INCORPORATION
OF

DIAMONDS DIRECT, INC.

I, PETE T. CENARRUSA, Secretary of State of the State of Idaho, hereby certify that duplicate originals of Articles of Incorporation for the incorporation of the above named corporation, duly signed pursuant to the provisions of the Idaho Business Corporation Act, have been received in this office and are found to conform to law.

ACCORDINGLY and by virtue of the authority vested in me by law, I issue this Certificate of Incorporation and attach hereto a duplicate original of the Articles of Incorporation.

Dated: November 03, 1989



Pete T. Cenarrusa

SECRETARY OF STATE

by:

Elizabeth M. Jensen

ARTICLES OF INCORPORATION OF
DIAMONDS DIRECT, INC.

RECEIVED
SEC. OF STATE

89 NOV 3 AM 10:28

1. The name of the Corporation is Diamonds Direct, Inc..

2. The period of its duration is perpetual.

3. Its purpose is to transact any and all lawful business for which corporations are incorporated.

4. It shall have authority to issue 50,000 shares, all in one class, no par value.

5. The address of its initial registered office is 408 Shoup Avenue, Idaho Falls, Idaho. The name of its initial registered agent at such address is Bart M. Davis, Esq.

6. The number of directors constituting its initial board of directors is two (2), whose names and addresses are:

Mr. Keith T. Walker
2320 Richards
Idaho Falls, ID 83401

Mrs. Allyson K. Walker
2320 Richards
Idaho Falls, ID 83401

7. The name and address of the incorporator is Bart M. Davis, Esq., at 408 Shoup Avenue, Idaho Falls, Idaho, 83405.

8. For tax purposes, the shareholders, and each of them elect for tax purposes for treatment under subchapter S of the Internal Revenue Code.

DATED this 1 day of November, 1989.


BART M. DAVIS, ESQ.
Incorporator