



## CERTIFICATE OF INCORPORATION

I, ARNOLD WILLIAMS, Secretary of State of the State of Idaho, and legal custodian of the corporation records of the State of Idaho do hereby certify that the original of the articles of incorporation of

**SAC, INC.**

was filed in the office of the Secretary of State on the **Twenty-Eighth** day of **February** A.D. One Thousand Nine Hundred **Sixty-six** and will be duly recorded on **File No. microfilm** of Record of Domestic Corporations, of the State of Idaho, and that the said articles contain the statement of facts required by Section 30-103, Idaho Code.

I FURTHER CERTIFY, That the persons executing the articles and their associates and successors are hereby constituted a corporation, by the name hereinbefore stated, for **perpetual existence** from the date hereof, with its registered office in this State located at

**Boise,** in the County of **Ada.**

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State. Done at Boise City, the Capital of Idaho, this **28th** day of **February**, A.D., 19 **66**.

Secretary of State.

ARTICLES OF INCORPORATION  
OF  
SAGE, INC.

KNOW ALL MEN BY THESE PRESENTS:

That we, the undersigned, being natural persons of full age and citizens of the United States, in order to form a corporation for the purposes hereinafter stated, under and pursuant to the provisions of the general corporation laws of the State of Idaho and acts amendatory thereof and supplemental thereto, do hereby certify as follows:

FIRST

The name of the corporation is SAGE, INC.

SECOND

The purposes for which the corporation is formed are:

- (a) To engage in the business of operating a market and business survey organization for the purpose of collecting and processing data by mechanical or electronic means and furnishing reports thereon to businesses and organizations engaged in market research and education of consumer groups.
- (b) To buy, sell, acquire, hold, own, mortgage, pledge, lease, assign, transfer, trade and deal in and with all kinds of personal property, goods, wares and merchandise of every kind, nature and description.
- (c) To buy, sell, lease, let, mortgage, exchange or otherwise acquire or dispose of lands, lots, houses, buildings and real property, hereditaments and appurtenances of all kinds and wheresoever situated,

and of any interest and rights therein, to the same extent as natural persons might or could do, and without limit as to amount.

(d) To acquire by purchase, subscription, or otherwise, and to own, hold, sell, negotiate, assign, deal in, exchange, transfer, mortgage, pledge, or otherwise dispose of, any shares of capital stock, scrip, bonds, mortgages, securities, or evidences of indebtedness, issued or created by any other corporation, joint stock company or association, public or private, or by whomsoever issued, and, while the holder or owner thereof, to possess and exercise in respect thereof any and all rights, powers and privileges of ownership, including the right to vote thereon.

(e) To make, perform and carry out contracts of every kind and description made for any lawful purpose, without limit as to amount, with any person, firm, association or corporation, either public or private, or with any territory or government, or any agency thereof.

(f) To borrow money, to draw, make, accept, endorse, transfer, assign, execute and issue bonds, debentures, promissory notes, and other evidences of indebtedness, and, for the purpose of securing any of its obligations or contracts, to convey, transfer, assign, deliver, mortgage and/or pledge all or any part of the property or assets, real or personal, at any time owned by or held by this corporation, upon such terms and conditions as the Board of Directors shall authorize, and as may be permitted by law.

(g) To acquire, hold, sell, reissue, or cancel, any shares of its own capital stock, provided, however, that this corporation may not use any of its funds or property for the purchase of its own common stock when such use would cause any impairment of the capital of this corporation; and, provided further that the shares of its own capital stock belonging to this corporation shall not be voted directly or indirectly.

(h) To purchase or otherwise acquire the whole or any part of the property, assets, business and good will of any other person, firm, corporation or association, and to conduct in any lawful manner the business so acquired, and to exercise all the powers necessary or convenient in and about the conduct, management and carrying on of such business.

(i) To organize, incorporate and reorganize subsidiary corporations and joint stock companies and associations for any purpose permitted by law.

(j) To have one or more offices to carry on all or any part of its operations and business, and to do all and everything necessary, suitable, convenient or proper for the accomplishment of any of the purposes, or the attainment of any one or more of the objects herein named, or which shall at any time appear conducive or expedient for the protection or benefit of the corporation, and which now or hereafter may be authorized by law, and this to the same extent and as fully as natural persons might or could do, as principals, agents, contractors, trustees, or otherwise, and either alone or in connection with any firm, person, association or corporation.

(k) To have and to exercise any and all powers and privileges now or hereafter conferred by the laws of the State of Idaho upon corporations formed under the general corporation laws of said state, or any act amendatory thereof, or supplemental thereto, or substituted therefor.

The foregoing clauses are to be construed both as objects and powers; and it is hereby expressly provided that enumeration herein of specific objects and powers shall not be held to limit or restrict in any manner the general powers of the corporation; provided, however, that nothing contained herein shall be deemed to authorize or permit the corporation to carry on any business or to exercise any power or to do any act which a corporation formed under the act hereinbefore referred to, or any amendment thereof or supplement thereto, ✓

or substitute therefor, may not at the time lawfully carry on or do. It is the intention that the purposes, objects and powers specified in the subparagraphs above (a) to (k), inclusive, of paragraph Second of these articles of incorporation, shall, except as otherwise expressly provided, in no wise be limited or restricted by reference to, or inference from, the terms of any other subparagraph, clause or paragraph of these articles of incorporation.

### THIRD

The corporation is to have perpetual existence.

### FOURTH

The location and post office address of the registered office of the corporation is Post Office Box 1977, Boise, Ada County, Idaho.

### FIFTH

The amount of capital stock of this corporation shall be, and is one thousand (1,000) shares, divided into two classes, namely: Class A stock and Class B stock, all of which shall be without nominal or par value. The total number of shares of such Class A stock authorized is five hundred (500) shares without nominal or par value. The total number of shares of such Class B stock authorized is five hundred (500) shares without nominal or par value. The shares of stock herein authorized shall be nonassessable and shall have such voting rights and powers as are set forth in the by-laws of the corporation.

### SIXTH

The names and post office addresses of the incorporators, and the number of shares subscribed for by each, are as follows:

<u>NAME</u>	<u>ADDRESS</u>	<u>NO. OF SHARES</u>
Lorna A. Costello	P.O. Box 1368 Boise, Idaho	-1-
Rosalie Josephson	P.O. Box 1368 Boise, Idaho	-1-
Chris Goettsche	P.O. Box 1368 Boise, Idaho	-1-

SEVENTH

The private property of the stockholders of the corporation shall not be subject to the payment of corporate debts to any extent whatever, and the shares of the corporation shall not be subject to assessment for the purpose of paying expenses, conducting business, or paying debts of the corporation.

EIGHTH

The number of the directors of the corporation shall be as specified in the by-laws, and such number may from time to time be increased or decreased in such manner as may be prescribed in the by-laws, provided the number of directors of the corporation shall not be less than three (3). In case of any increase in the number of directors, the additional directors may be elected by the directors then in office, and the directors so elected shall hold office until the next annual meeting of the stockholders and until their successors are elected and qualified.

NINTH

Stockholders of the corporation shall have preemptive and preferential right of subscription to any shares of stock of the corporation, whether now or hereafter authorized, or to any obligations convertible into stock of the corporation, and both the stockholders and the corporation shall first offer

an issue of stock or obligations, whether the same be original issue or otherwise, to the stockholders of the corporation.

TENTH

A voluntary sale, lease or exchange of all of the property and assets of the corporation, including its good will and its corporate franchises, may be made by the Board of Directors upon such terms and conditions as it may deem expedient and for the best interests of the corporation.

ELEVENTH

No contract or other transaction between the corporation and any other corporation and no act of the corporation shall in any way be affected or invalidated by the fact that any of the directors of the corporation are pecuniarily or otherwise interested in, or are directors or officers of, such other corporation; any director individually, or any firm of which any director may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contract or transaction of the corporation, provided that the fact that he or such firm is so interested shall be disclosed or shall have been known to the Board of Directors or a majority thereof; and any director of the corporation who is also a director or officer of such other corporation, or who is so interested, may be counted in determining the existence of a quorum at any meeting of the Board of Directors of the corporation which shall authorize any such contract or such transaction with like force and effect as if he were not such director or officer of such other corporation or not so interested.

TWELFTH

The Board of Directors is expressly authorized to repeal and amend

the by-laws of the corporation and to adopt new by-laws, and the corporation reserves the right to amend, alter, change or repeal any provision contained in these articles of incorporation, in the manner now or hereafter prescribed by law, by a majority vote of the shareholders of each class of the capital stock, represented in person or by proxy, at any annual meeting of the shareholders or at any meeting duly called for that purpose, except where the laws of the said State of Idaho otherwise provide.

IN WITNESS WHEREOF, We have hereunto set our hands and seals this 28<sup>th</sup> day of February, 1966.

Lorna A. Costello  
Lorna A. Costello

Rosalie Josephson  
Rosalie Josephson

Chris Goetsche  
Chris Goetsche

STATE OF IDAHO      )  
                          :  
County of Ada        )

On this 28 day of February, 1966, before me, the undersigned, a notary public in and for said state, personally appeared LORNA A. COSTELLO, ROSALIE JOSEPHSON and CHRIS GOETSCHE, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same, and that they are persons over the age of twenty-one (21) years and citizens of the United States of America.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate written.

Ellen C. Moore  
Notary Public for Idaho  
Residing at Boise, Idaho