



CERTIFICATE OF INCORPORATION
OF

APPLIED MARKETING CONCEPTS, 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: September 25, 1990



Pete T. Cenarrusa

SECRETARY OF STATE

by: *Em Zabala*

ARTICLES OF INCORPORATION
OF
APPLIED MARKETING CONCEPTS, INC.

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The undersigned, acting as incorporators of a corporation under the Idaho Business Corporation Act, adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation is Applied Marketing Concepts, Inc.

ARTICLE II

The period of its duration is perpetual.

ARTICLE III

The corporation is organized for the purpose of conducting and transacting any or all lawful business for which corporations may be incorporated under the Idaho Business Corporation Act.

ARTICLE IV

The aggregate number of shares which the corporation shall have authority to issue is 60,000; which shares shall have a par value of \$1.00.

ARTICLE V

Provisions for the regulation of the internal affairs of the corporation are as shall be set forth in the bylaws of the corporation as from time to time are adopted or amended.

ARTICLE VI

The address of the initial registered office of the corporation is 140 Ellen Street, Boise, Idaho 83714, and the name of its initial registered agent at such address is David L. Combes.

ARTICLE VII

The number of directors constituting the Board of Directors of the corporation is three, and the names and addresses of the persons who shall serve as the initial Board of Directors until the first annual meeting of shareholders or under their successors are elected and shall qualify are:

Emet E. Hall
140 Ellen Street
Boise, Idaho 83714

David L. Combes
140 Ellen Street
Boise, Idaho 83714

Melinda L. Hall
140 Ellen Street
Boise, Idaho 83714

ARTICLE VIII

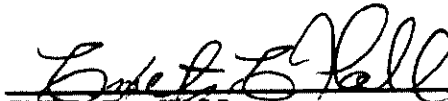
The name and address of each incorporator is:

Emet E. Hall
140 Ellen Street
Boise, Idaho 83714

David L. Combes
140 Ellen Street
Boise, Idaho 83714

Melinda L. Hall
140 Ellen Street
Boise, Idaho 83714

DATED This 17th day of September, 1990.



EMET E. HALL



DAVID L. COMBES

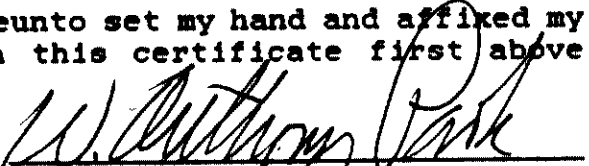


MELINDA L. HALL

STATE OF IDAHO)
 ss
County of Ada)

On this 17th day of September, 1990, before me, the undersigned, a Notary Public in and for said State, personally appeared EMET E. HALL, DAVID L. COMBES, and MELINDA L. HALL, known to me to be the persons whose names are subscribed to the foregoing instrument and acknowledged to me that they executed the same.

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



NOTARY PUBLIC For Idaho
Residing at Boise
My Commission Expires 2/14/91