

**FILED EFFECTIVE****ARTICLES OF INCORPORATION  
OF J B DIRECT MARKETING, INC.**  
2006 APR 26 AM 10:30  
STATE OF IDAHO

The undersigned, in order to form a corporation under the provisions of Title 30, Chapter 1, Idaho Code, submits the following Articles of Incorporation to the Secretary of State.

**ARTICLE 1**

The name of this Corporation shall be J B Direct Marketing, Inc.

**ARTICLE 2**

This Corporation is authorized to issue one class of stock to be designated "Common Stock," with a par value of \$0.01 per share. The total number of shares which the Corporation is authorized to issue is One Thousand (1000).

**ARTICLE 3**

The address of the Corporation's registered office in the State of Idaho is 7534 W. Buckskin Rd., City of Pocatello, 83201, County of Bannock. The name of the corporation's registered agent at such address is Jacob Chandler.

**ARTICLE 4**

The name and mailing address of the incorporator of the Corporation is:

Jake Chandler  
7534 W. Buckskin Rd.  
Pocatello, Idaho 83201

**ARTICLE 5**

The mailing address of the corporation shall be:

7534 W. Buckskin Rd.  
Pocatello, Idaho 83201

**ARTICLE 6**

The nature of the business or purposes to be conducted or promoted is to engage in any lawful act or activity for which corporations may be organized under Idaho law.

**ARTICLE 7**

Except as otherwise provided in this Certificate of Incorporation, in furtherance and not in limitation of the powers conferred by statute, the board of directors shall have the authority to make, alter, amend, repeal, rescind, or suspend the bylaws of the corporation, subject to the approval of the shareholders.

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authorized to make, repeal, alter, amend and rescind any or all of the Bylaws of the Corporation.

#### ARTICLE 8

The number of directors of the Corporation shall be fixed from time to time by a bylaw or amendment thereof duly adopted by the board of directors or by the stockholders.

#### ARTICLE 9

Elections of directors need not be by written ballot unless the Bylaws of the Corporation shall so provide.

#### ARTICLE 10

Meeting of stockholders may be held within or without the State of Idaho, as the Bylaws may provide. The books of the Corporation may be kept (subject to any provision contained in the statutes) within or outside the State of Idaho at such place or places as may be designated from time to time by the board of directors or in the Bylaws of the Corporation.

#### ARTICLE 11

A director of the Corporation shall not be personally liable to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director, except for liability (i) for any breach of the director's duty of loyalty to the corporation or its stockholders, (ii) for acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law, or (iv) for any transaction from which the director derived any improper personal benefit. If Idaho law is amended after approval by the stockholders of this Article to authorize corporation action further eliminating or limiting the personal liability of directors then the liability of a director of the Corporation shall be eliminated or limited to the fullest extent permitted by Idaho law as so amended.

Any repeal or modification of the foregoing provisions of this Article 11 by the stockholders of the corporation shall not adversely affect any right or protection of a director of the corporation existing at the time, or increase the liability of any director of this Corporation with respect to any acts or omissions of such director occurring prior to, such repeal or modification.

#### ARTICLE 12

To the fullest extent permitted by applicable law, this Corporation is also authorized to provide indemnification of (and advancement of expenses to) such agents (and any other persons to which Idaho law permits this Corporation to provide indemnification) through Bylaw provisions, agreements with such agents or other persons, vote of stockholders or

disinterested directors or otherwise, in excess of the indemnification and advancement otherwise permitted by the applicable laws of the State of Idaho, subject only to limits created by applicable Idaho law (statutory or non-statutory), with respect to actions for breach of duty to this Corporation, its stockholders, and others.

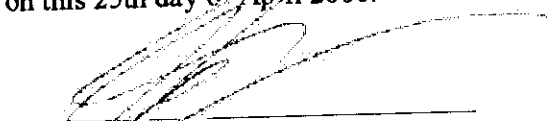
Any repeal or modification of any of the foregoing provisions of this Article 12 shall not adversely affect any right or protection of a director, officer, agent or other person existing at the time of, or increase the liability of any director of this Corporation with respect to any acts or omissions of such director, officer or agent occurring prior to such repeal or modification.

### ARTICLE 13

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 statute, and all rights conferred upon stockholders herein are granted subject to this reservation.

THE UNDERSIGNED, being the incorporator hereinbefore named, for the purpose of forming a corporation to do business both within and without the State of Idaho and in pursuance of Idaho law, does make and file these Articles of Incorporation, hereby declaring and certifying that the facts herein stated are true, and accordingly has hereunto set his hand this 25th day of April 2006.

IN WITNESS WHEREOF, the undersigned has executed these Articles of Incorporation on this 25th day of April 2006.

  
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Jake Chandler  
Incorporator