

FILED EFFECTIVE

ARTICLES OF INCORPORATION

OF

AREA DIRECT MARKETING, INC.

- I. **Name of Corporation:** The name of the corporation is Area Direct Marketing, Inc.
- II. **Period of Duration:** The period of duration is perpetual.
- III. **Corporation Purposes:** The purpose of the corporation is to transact the business of all lawful activity which a corporation may conduct under the laws of the State of Idaho.
- IV. **Authorized Shares:** The corporation shall have authority to issue 10,000 shares of common stock, all of which shares shall be of non par value.
- V. **Registered Agent and address:** The address of the corporation's initial registered office is 17575 Hollow Rd., Caldwell, Idaho 83607. The name of its official registered agent at such address is Debra Hollopeter.
- VI. **Initial Incorporator:** The name and address of the initial incorporator is: Robert C. Montgomery, Attorney at Law, 2160 S. Twin Rapid Way, Boise, Idaho 83709.
- VII. **Address for Notices:** The address where notices may be mailed is Attn: Debra Hollopeter, 17575 Hollow Rd., Caldwell, Idaho 83607.
- VIII. **Liability of Directors and Officers:** The personal liability of a director or officer to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director or officer is hereby eliminated and no director or officer shall have personal liability to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director or officer, except that the personal liability of a director or officer to the corporation on its stockholders for any breach of the director's or officer's duty of loyalty to the corporation or its stockholders, for acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law shall not be eliminated and the personal liability of a director or officer to the corporation or its stockholders for the liability imposed by the Idaho Code shall not be eliminated and the personal liability of a director or officer to the corporation or its stockholders for any transaction from which the director or officer derived a legally improper personal benefit shall not be eliminated. The corporation is authorized to enter into a hold harmless and indemnification agreement with each of its officers and directors.

C186104

Dated this 11th day of February, 2010.

A handwritten signature in black ink, appearing to read 'RCM', is written over a horizontal line.

ROBERT C. MONTGOMERY-INCORPORATOR
Telephone (208) 322-8865