



**To all to whom these Presents Shall Come, Greeting:**

*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that*

ATTACHED HERETO IS A TRUE AND CORRECT COPY, CONSISTING OF 8 PAGE(S), AS TAKEN FROM THE ORIGINAL ON FILE IN THIS OFFICE FOR IDEAL PROMOTIONS, INC..

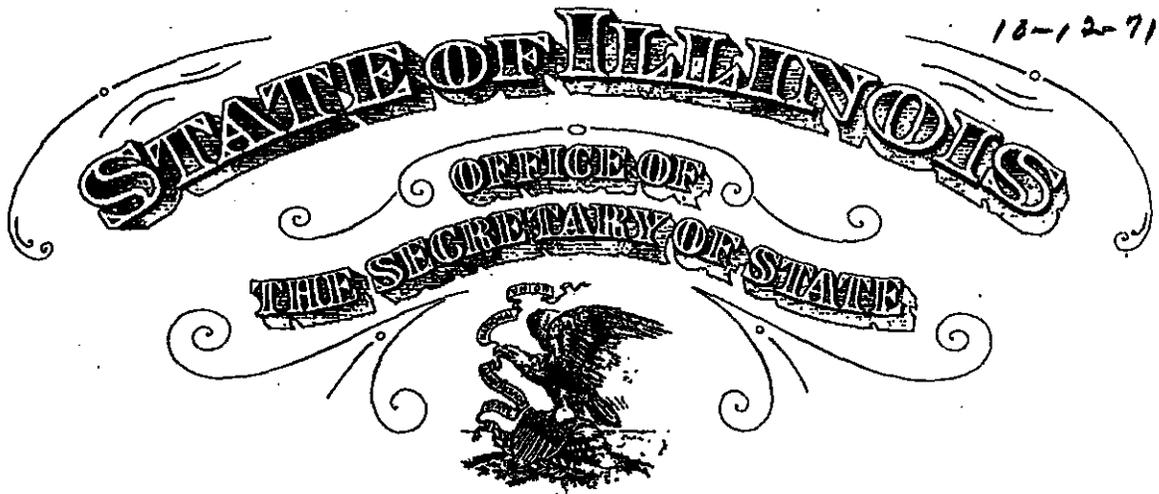


**In Testimony Whereof,** I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 19TH day of APRIL A.D. 2010

*Jesse White*

Certificate Number 146110

18-12-71



**To all to whom these Presents Shall Come, Greeting:**

**Whereas,** *Articles of Incorporation, duly signed and verified of*  
**IDEAL PROMOTIONS, INC.**

*have been filed in the Office of the Secretary of State, on the* 19th  
*day of* July *A. D. 19* 66, *as provided by "THE BUSINESS*  
*CORPORATION ACT" of Illinois, in force July 13, A. D. 1933.*

*Now Therefore, I, PAUL POWELL, Secretary of State, of the State of Illinois,*  
*by virtue of the powers vested in me by law, do hereby, issue, this certificate, of*  
*incorporation, and, attach thereto, a copy of the Articles, of Incorporation*  
*of the, aforesaid, corporation.*

**In Testimony Whereof,** *There to, set my hand, and, cause to*  
*be affixed the Great Seal, of the State of Illinois,*  
*Done at the City of Springfield, this* 19th  
*day of* July *A. D. 19* 66 *and*  
*of the Independence, of the United States*  
*the, one hundred, and* 91st.

(SEAL)

*Paul Powell*

SECRETARY OF STATE.



FORM B C A-47

BEFORE ATTEMPTING TO EXECUTE THESE BLANKS BE SURE TO READ CAREFULLY THE INSTRUCTIONS ON THE BACK THEREOF.

(THESE ARTICLES MUST BE FILED IN DUPLICATE)

STATE OF ILLINOIS,

Cook COUNTY

TO PAUL POWELL, Secretary of State:

(Do not write in this space)

Date Paid	7-19-66
Initial License Fee	\$ 1.50
Franchise Tax	\$ 10.00
Filing Fee	\$ 20.00
Clerk	

The undersigned,

2868 20

Name	Number	Street	City	State
Morton Siegel	11	South La Salle	Chicago,	Illinois

being one or more natural persons of the age of twenty-one years or more or a corporation, and having subscribed to shares of the corporation to be organized pursuant hereto, for the purpose of forming a corporation under "The Business Corporation Act" of the State of Illinois, do hereby adopt the following Articles of Incorporation:

ARTICLE ONE

The name of the corporation hereby incorporated is: Ideal Promotions, Inc.

ARTICLE TWO

The address of its initial registered office in the State of Illinois is: 11 South La Salle Street Street, in the city of Chicago (60603) County of Cook and the name of its initial Registered Agent at said address is: Morton Siegel

ARTICLE THREE

The duration of the corporation is: Perpetual

PAID JUL 19 1966 Paul Powell Secretary of State

ARTICLE FOUR

The purpose or purposes for which the corporation is organized are:

- To transact the business of advertising, promoting and developing the businesses of others as advertising brokers or agents, through the means of advertising media, and of advertising and giving publicity to businesses, commodities and other property of persons and businesses in newspapers, books, prospectuses, magazines, pamphlets, radio, television and other advertising media.
- To merchandise, advertise and give marketing and promotional assistance to retail package liquor stores of various sizes, types and kinds.
- To acquire, own, improve, lease, operate, maintain, mortgage, sell, exchange or otherwise deal in real estate.

ARTICLE FIVE

PARAGRAPH 1: The aggregate number of shares which the corporation is authorized to issue is 1,000 divided into 1 classes. The designation of each class, the number of shares of each class, and the par value, if any, of the shares of each class, or a statement that the shares of any class are without par value, are as follows:

Class	Series (If any)	Number of Shares	Par value per share or statement that shares are without par value
Common	none	1,000	\$2.00

PARAGRAPH 2: The preferences, qualifications, limitations, restrictions and the special or relative rights in respect of the shares of each class are:

~~To acquire, own, improve, lease, operate, maintain, mortgage, sell, exchange or otherwise deal in real estate~~

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ARTICLE SIX

The class and number of shares which the corporation proposes to issue without further report to the Secretary of State, and the consideration (expressed in dollars) to be received by the corporation therefor, are:

Class of shares	Number of shares	Total consideration to be received therefor:
Common	500	\$ 1,000.00
		\$

ARTICLE SEVEN

The corporation will not commence business until at least one thousand dollars has been received as consideration for the issuance of shares.

ARTICLE EIGHT

The number of directors to be elected at the first meeting of the shareholders is:..... 1 .....

ARTICLE NINE

PARAGRAPH 1: It is estimated that the value of all property to be owned by the corporation for the following year wherever located will be \$.....

PARAGRAPH 2: It is estimated that the value of the property to be located within the State of Illinois during the following year will be \$.....

PARAGRAPH 3: It is estimated that the gross amount of business which will be transacted by the corporation during the following year will be \$.....

PARAGRAPH 4: It is estimated that the gross amount of business which will be transacted at or from places of business in the State of Illinois during the following year will be \$.....

NOTE: If all the property of the corporation is to be located in this State and all of its business is to be transacted at or from places of business in this State, or if the incorporators elect to pay the initial franchise tax on the basis of its entire stated capital and paid-in surplus, then the information called for in Article Nine need not be stated.

*Morton Siegel*

Incorporators

NOTE: There may be one or more incorporators. Each incorporator shall be either a corporation, domestic or foreign, or a natural person of the age of twenty-one years or more. If a corporation acts as incorporator, the name of the corporation and state of incorporation shall be shown and the execution must be by its President or Vice-President and verified by him, and the corporate seal shall be affixed and attested by its Secretary or an Assistant Secretary.

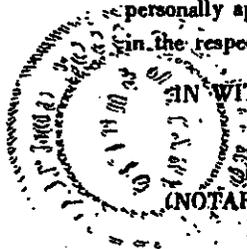
OATH AND ACKNOWLEDGMENT

STATE OF ILLINOIS }  
Cook County } ss.

I, Allen Rosin, a Notary Public, do hereby certify that on the 12 day of July 1966.

*Morton Siegel*

personally appeared before me and being first duly sworn by me acknowledged the signing of the foregoing document in the respective capacities therein set forth and declared that the statements therein contained are true.



IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year above written.

Place Here (NOTARIAL SEAL)

*Allen J. Rosin*  
Notary Public

FORM B C A-47

ARTICLES OF INCORPORATION

The following fees are required to be paid at the time of issuing certificate of incorporation: Filing fee, \$20.00; Initial license fee of 50c per \$1,000.00 or 1/20 of 1% of the amount of stated capital and paid-in surplus plus the corporation proposes to issue without further report (Article Six); Franchise tax of 1/20 of 1% of the amount of stated capital and paid-in surplus. However, the minimum annual franchise tax is \$10.00 and varies monthly on the amount of stated capital and paid-in surplus as follows: January, \$15; February, \$20.00 or less; March, \$13.54; April, \$12.50; May, \$11.67; June, \$10.84; July, \$10.00; Aug., \$9.17; Sept., \$8.34; Oct., \$7.50; Nov., \$6.67; Dec., \$5.84; (See Sec. 133, BCA).

In excess of \$20,000 the franchise tax per \$1,000.00 is as follows: Jan., \$0.75; Feb., \$0.84; March, \$0.667; April, \$0.625; May, \$0.5834; June, \$0.5417; July, \$0.50; Aug., \$0.4584; Sept., \$0.4167; Oct., \$0.375; Nov., \$0.3334; Dec., \$0.2917. All shares issued in excess of the amount mentioned in Article Six of this application must be reported within 60 days from date of issuance thereof, and franchise tax and license fee paid thereon; otherwise, the corporation is subject to a penalty of 1% for each month on the amount until reported and subject to a fine of not to exceed \$500.00.

The same fees are required for a subsequent issue of shares except the filing fee is \$1.00 instead of \$20.00.

FILED

JUL 19 1966

*Paul Powell*  
Secretary of State

Box 4675 No. 412711

**Articles of Incorporation**

of

Ideal Promotions, Inc.

Chicago

Number of Authorized Shares 1,000 Pr

Duration perpetual years

<sup>1</sup>  
**FILED**

JUL 18 1966

*Paul Powell*  
Secretary of State

FORM BCA 5.10/5.20 (rev. Dec. 2003)  
STATEMENT OF CHANGE OF  
REGISTERED AGENT AND/OR  
REGISTERED OFFICE  
Business Corporation Act

Jesse White, Secretary of State  
Department of Business Services  
501 S. Second St., Rm. 350  
Springfield, IL 62756  
217-782-3647  
www.cyberdriveillinois.com

Remit payment in the form of a  
check or money order payable  
to Secretary of State.

FILED OCTOBER 8, 2008: SECRETARY OF STATE; JESSE WHITE

File # 46757114 Filing Fee: \$25 Approved: JH  
Submit in duplicate Type or Print clearly in black ink Do not write above this line

1. Corporate Name: IDEAL PROMOTIONS, INC.



2. State or Country of Incorporation: Illinois

3. Name and Address of Registered Agent and Registered Office as they appear on the records of the Office of the Secretary of State (before change):

Registered Agent:	<u>Scott</u>	<u>Z</u>	<u>Berman</u>
	First Name	Middle Name	Last Name
Registered Office:	<u>9816 N Keeler</u>		
	Number	Street	Suite # (P.O. Box alone is unacceptable)
	<u>Skokie IL</u>	<u>60076</u>	<u>Cook</u>
	City	ZIP Code	County

4. Name and Address of Registered Agent and Registered Office shall be (after all changes herein reported):

Registered Agent:	<u>Mitchell</u>	<u>E</u>	<u>Sklare</u>
	First Name	Middle Name	Last Name
Registered Office:	<u>4212 W Irving Park Rd.</u>		
	Number	Street	Suite # (P.O. Box alone is unacceptable)
	<u>Chicago, IL</u>	<u>60641</u>	<u>cook</u>
	City	ZIP Code	County

5. The address of the registered office and the address of the business office of the registered agent, as changed, will be identical.

6. The above change was authorized by: ("X" one box only)

- a.  Resolution duly adopted by the board of directors. (See Note 5 on reverse.)
- b.  Action of the registered agent. (See Note 6 on reverse.)

SEE REVERSE FOR SIGNATURE(S).

7. If authorized by the board of directors, sign here. (See Note 5 below.)

The undersigned corporation has caused this statement to be signed by a duly authorized officer who affirms, under penalties of perjury, that the facts stated herein are true and correct.

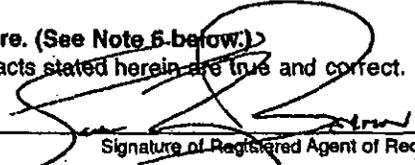
Dated September 9, 2008 IDEAL PROMOTIONS INC  
Month & Day Year Exact Name of Corporation

  
Any Authorized Officer's Signature

MITCHELL SKLARE - CHIEF EXECUTIVE OFFICER  
Name and Title (type or print)

If change of registered office by registered agent, sign here. (See Note 6 below.)

The undersigned, under penalties of perjury, affirms that the facts stated herein are true and correct.

Dated September 9, 2008   
Month & Day Year Signature of Registered Agent of Record

Scott Z. Berman

Name (type or print)

If Registered Agent is a corporation,  
Name and Title of officer who is signing on its behalf.

NOTES

1. The registered office may, but need not be, the same as the principal office of the corporation. However, the registered office and the office address of the registered agent must be the same.
2. The registered office must include a street or road address (P.O. Box alone is unacceptable).
3. A corporation cannot act as its own registered agent.
4. If the registered office is changed from one county to another, the corporation must file with the Recorder of Deeds of the new county a certified copy of the Articles of Incorporation and a certified copy of the Statement of Change of Registered Office. Such certified copies may be obtained ONLY from the Secretary of State.
5. Any change of registered agent must be by resolution adopted by the board of directors. This statement must be signed by a duly authorized officer.
6. The registered agent may report a change of the registered office of the corporation for which he/she is a registered agent. When the agent reports such a change, this statement must be signed by the registered agent. If a corporation is acting as the registered agent, a duly authorized officer of such corporation must sign this statement.



**State of Illinois  
Domestic/Foreign Corporation Annual Report**

Year 2010 Corporation File No 60051011

FILED Sep 8, 2010

Jesse White, Secretary of State

1. Corporate Name IDEAL MARKETING, INC.  
 Registered Agent MITCHELL SKLARE  
 Registered Office 4212 W IRVING PARK RD  
 City, IL, Zip Code, County CHICAGO 606410000 COOK

2. Principal address of Corporation 4212 W IRVING PARK RD CHICAGO IL 60641

3a. State or Country of Incorporation IL 3b. Date Incorporated/Qualified 07-21-1998

4. The names and addresses of ALL officers & directors MUST be listed here!

Officers	
Title Name & Address	PRESIDENT MITCHELL SKLARE 4212 W IRVINGPK RD CHICAGO 60641
Title Name & Address	SECRETARY MITCHELL SKLARE 4212 W IRVINGPK RD CHICAGO 60641
Title Name & Address	DIRECTOR MITCHELL SKLARE 4212 W IRVING PARK RD CHICAGO IL 60641

5. If 51% or more of the stock is owned by a minority or female, please check the appropriate box

Minority  Female  Both

6. Number of shares authorized and issued as of 04-30-2010

Class	Series	Par Value	Number Authorized	Number Issued
COMMON		0.00000	1000	1000.000

7. The amount of paid-in-capital as of 04-30-2010 is \$ 1000

8. All property owned by the corporation is located in Illinois and all business transacted by the corporation is in Illinois

9. Under the penalty of perjury and as an authorized officer, I declare that this annual report, pursuant to provisions of the Business Corporation Act, has been examined by me and is, to the best of my knowledge and belief, true, correct and complete.

By MITCHELL SKLARE  
Authorized Officer

PRESIDENT 09-08-2010  
Title & Date

Fee Summary	
Franchise Tax:	\$25.00
Filing Fee:	\$75.00
Penalty:	\$2.50
Interest:	\$1.50
<b>Total Fee:</b>	<b>\$104.00</b>