

Commonwealth of Kentucky
Alison Lundergan Grimes, Secretary of State

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0730277
Alison Lundergan Grimes
KY Secretary of State
Received and Filed
2/16/2012 4:18:35 PM
Fee receipt: \$10.00

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Statement of Change of
Principal Office Address

POC

Pursuant to the provisions of KRS chapters 271B, 273, 275, or 362, the undersigned hereby applies to change the principal office on behalf of

A. C. NIELSEN COMPANY, LLC

which is organized in the state of Delaware, and for that purpose submits the following statements:

1. Address of current principal office

150 N. MARTINGALE ROAD
SCHAUMBURG, IL 60173

2. Principal office is hereby changed to:

770 Broadway
attn: Legal Dept
New York, NY 10003

3. Signature of officer or chairman of the board

Mark Borino, Vice President

Signature and Title

Type or print name and title

2/16/2012 4:18 PM

Date