

KENTUCKY SECRETARY OF STATE
P.O.BOX 718
FRANKFORT, KY 40602



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Certificate of Dissolution

I, Alison Lundergan Grimes, Secretary of State of the Commonwealth of Kentucky, do hereby certify that according to the records in the Office of the Secretary of State,

IMPORTANT NOTICE

DIRECT EFFECT MARKETING LLC

did not file its 2013 annual report within sixty days after it was due. Accordingly, the Secretary of State administratively dissolved the limited liability company on September 28, 2013.

**DIRECT EFFECT MARKETING LLC
200 E. REYNOLDS ROAD
SUITE 12
LEXINGTON KY 40517**



Alison Lundergan Grimes

Alison Lundergan Grimes
Secretary of State