

CORPORATE ACCESS NUMBER: 208822502



BUSINESS CORPORATIONS ACT

**CERTIFICATE
OF
AMENDMENT**

**TRUE NORTH CORPORATION
CHANGED ITS NAME TO EMPIRICAL INC. ON 2007/11/30.**



Articles Of Amendment

Business Corporations Act
Section 29 or 177

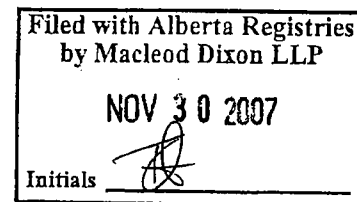
1. Name of Corporation	2. Corporate Access Number
TRUE NORTH CORPORATION	208822502

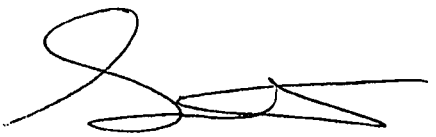
3. THE ARTICLES OF THE ABOVE-NAMED CORPORATION ARE AMENDED AS FOLLOWS:

1. Pursuant to Section 173(1)(a) of the *Business Corporations Act* (Alberta), Item 1 of the Articles of the Corporation be and is hereby amended to read:

“1. Name of Corporation

Empirical Inc.”




Authorized Signature

LARRY KLOPFER
Name of Person Authorizing (please print)

OCT. 03 2007
Date

N/A
Identification
(not applicable for societies)

Executive Vice-President
Title (please print)

This information is being collected for the purposes of corporate registry records in accordance with the *Business Corporations Act*. Questions about the collection of this information can be directed to the Freedom of Information and Protection of Privacy Coordinator for Alberta Registries, Box 3140, Edmonton, Alberta T5J 2G7, (780) 427-7013.

REG 3054 (2003/05)