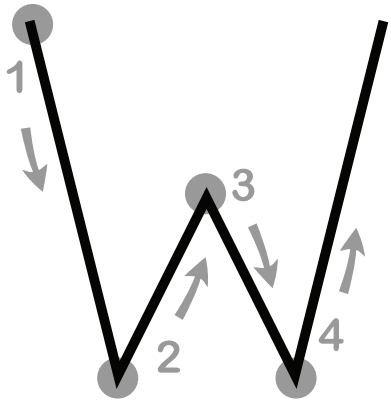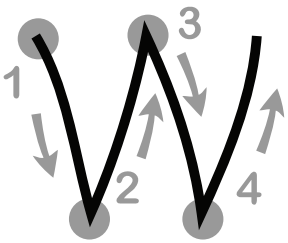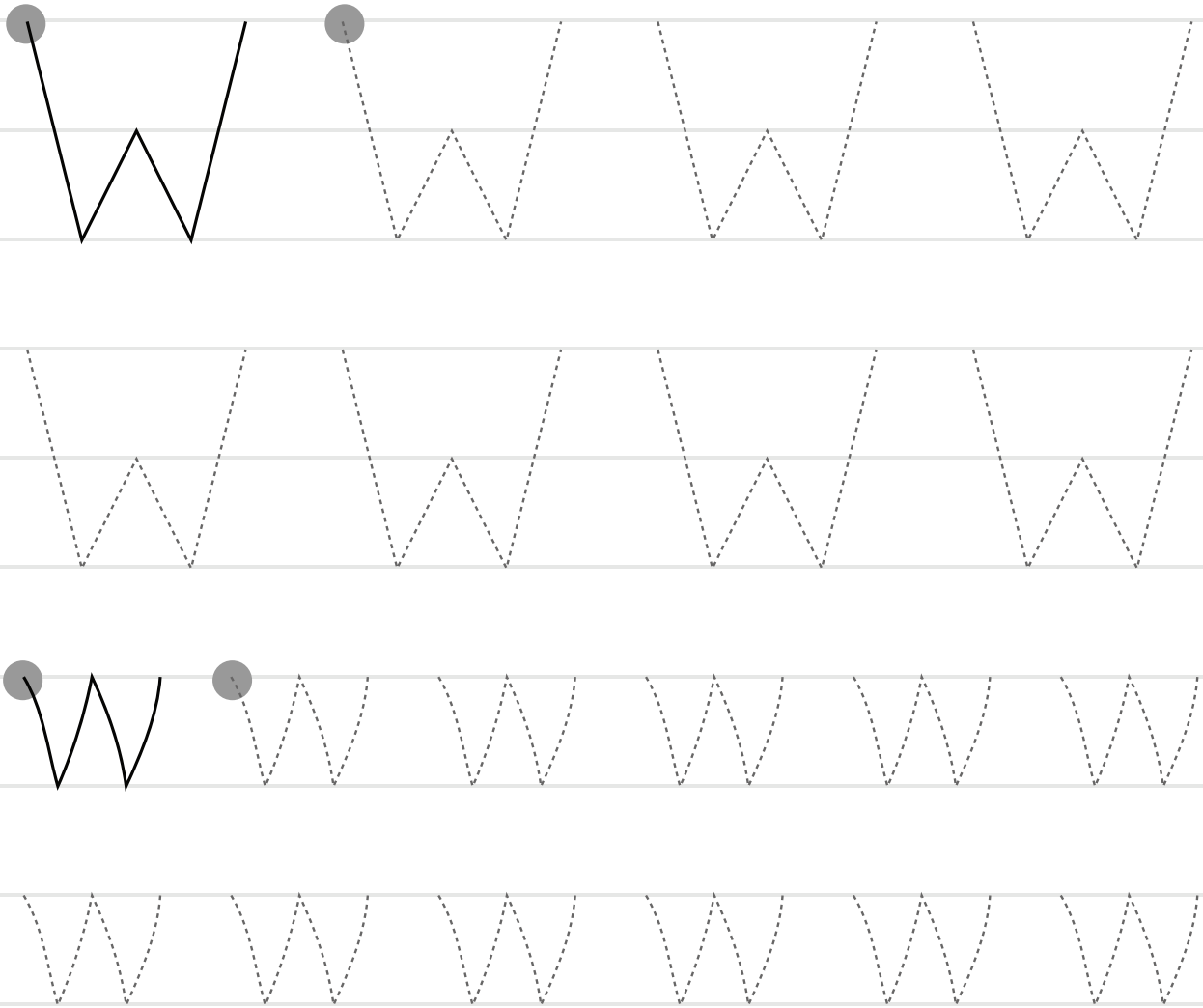Ww