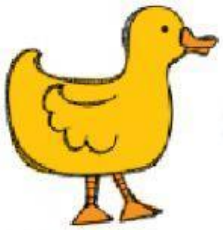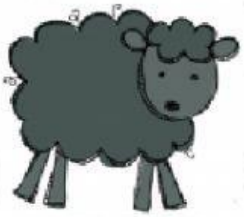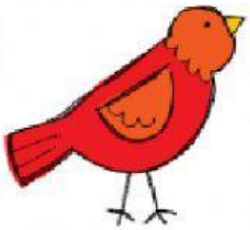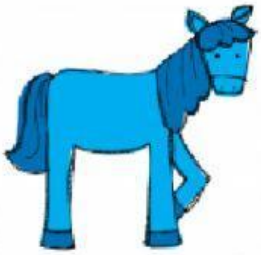BROWN BEAR, BROWN BEAR.