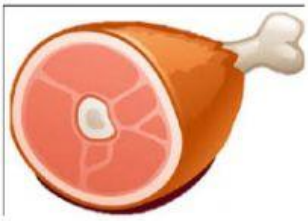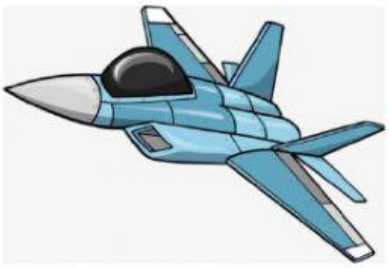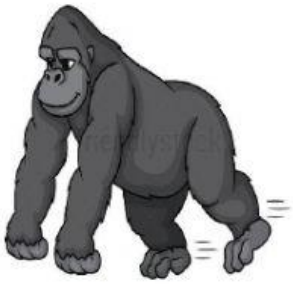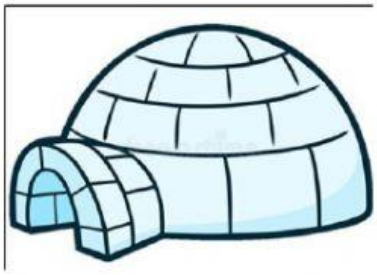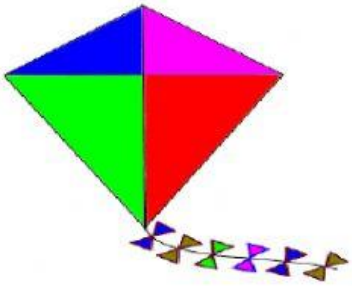LOOK AND MATCH