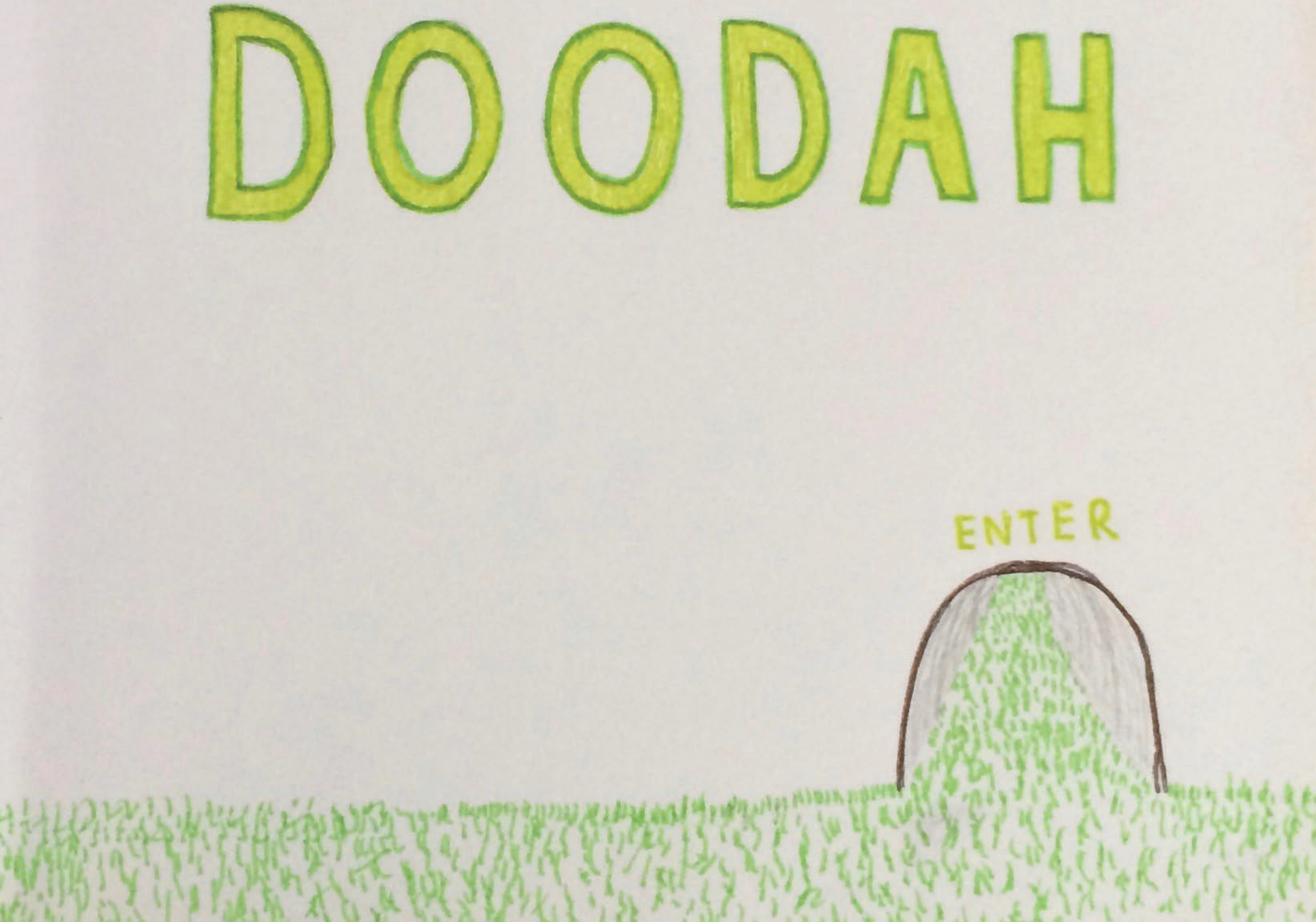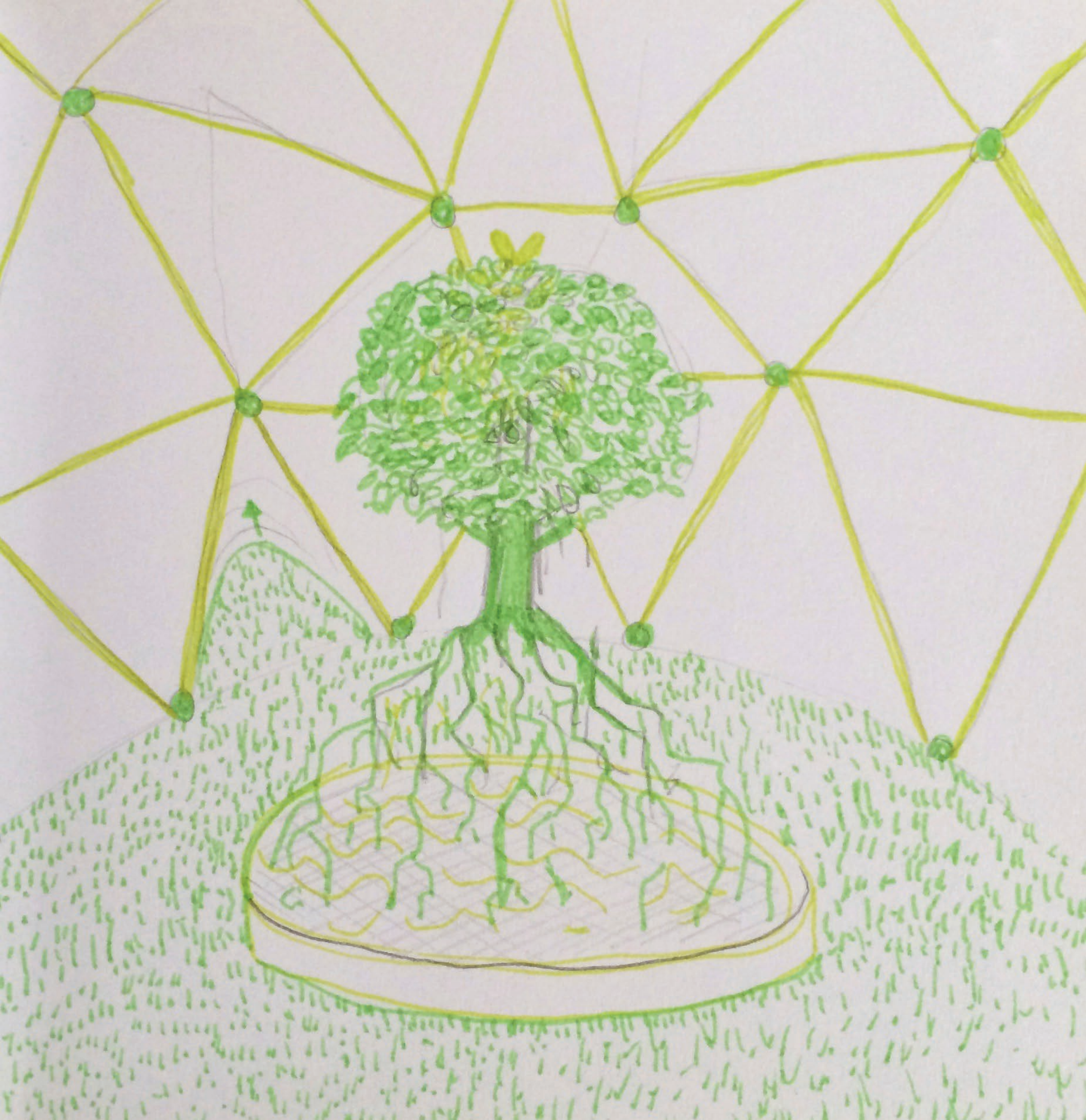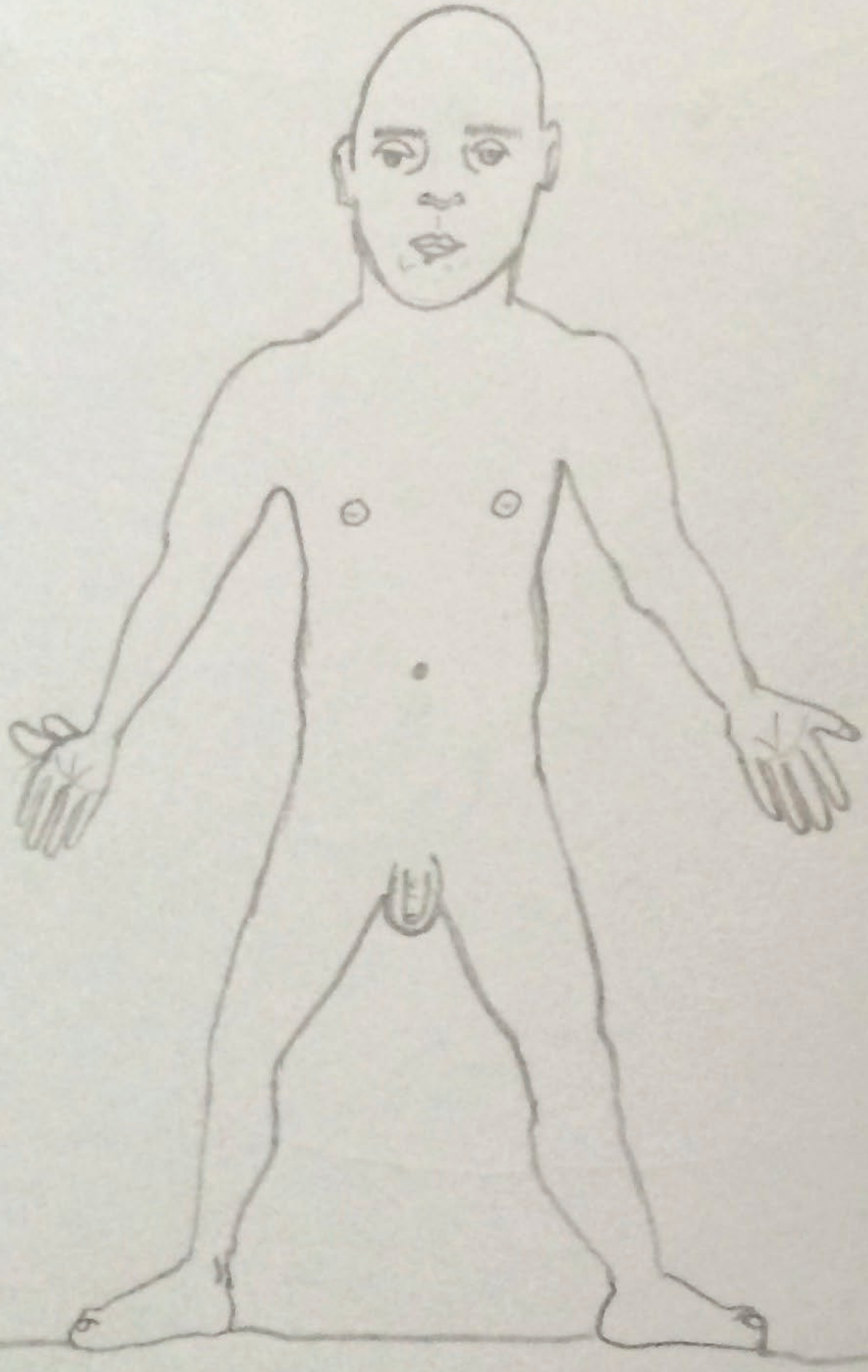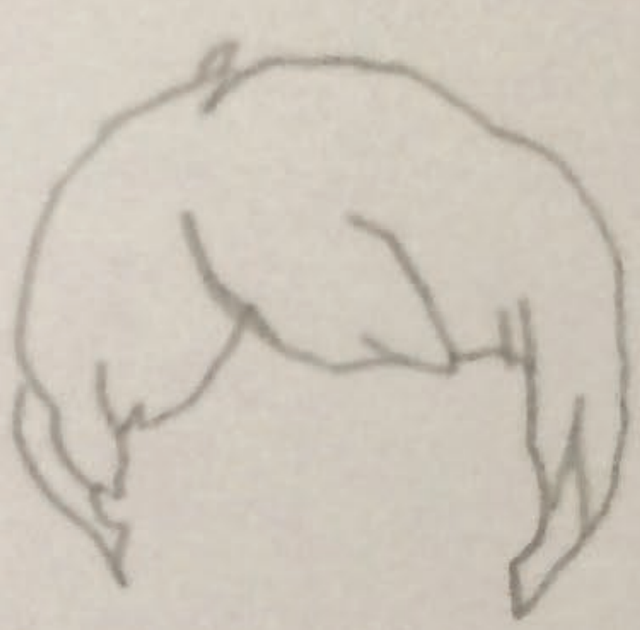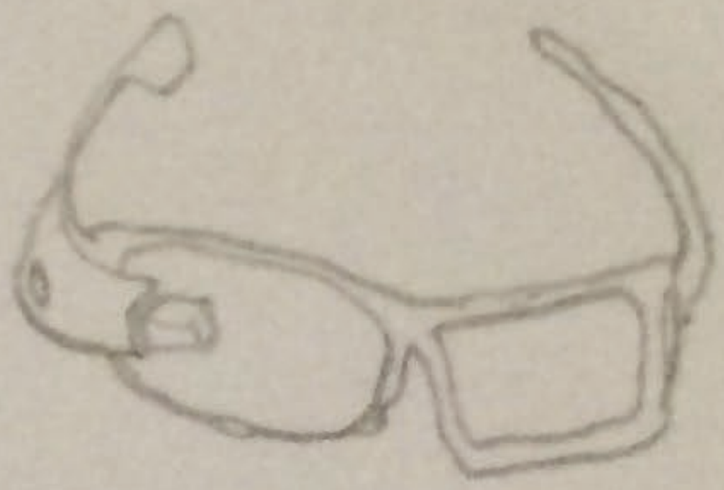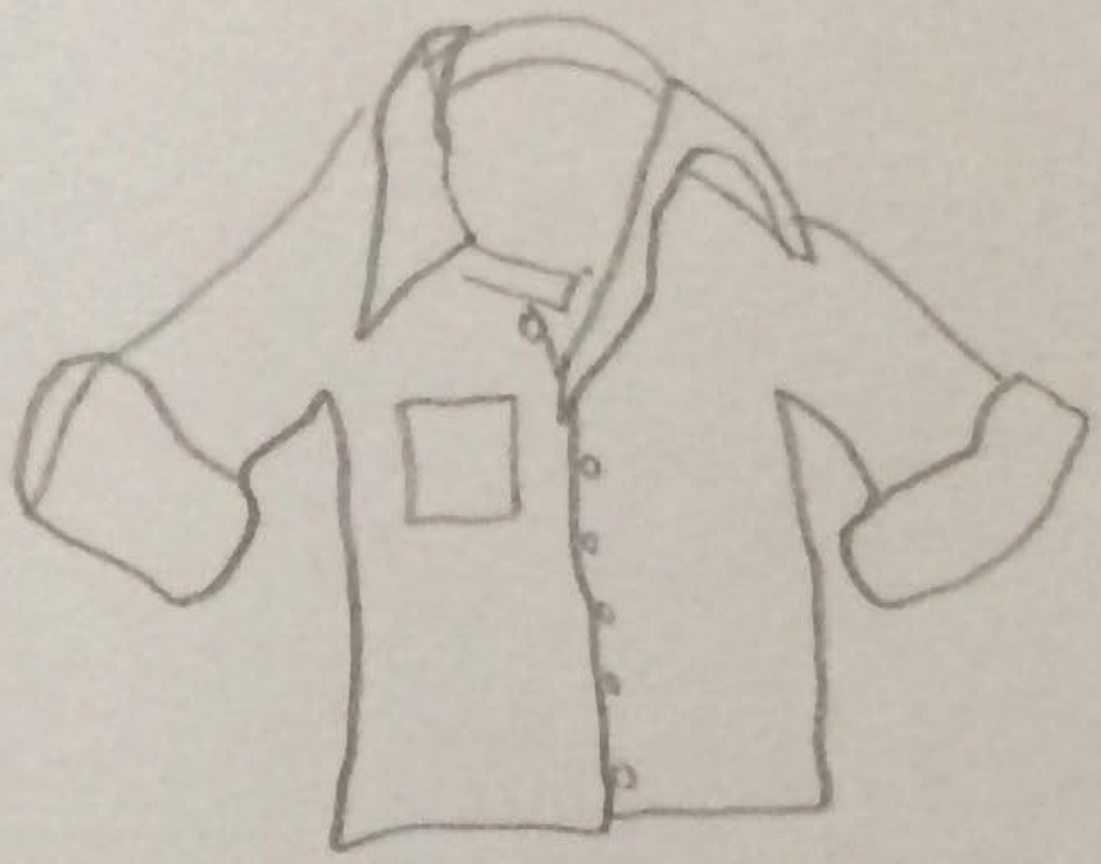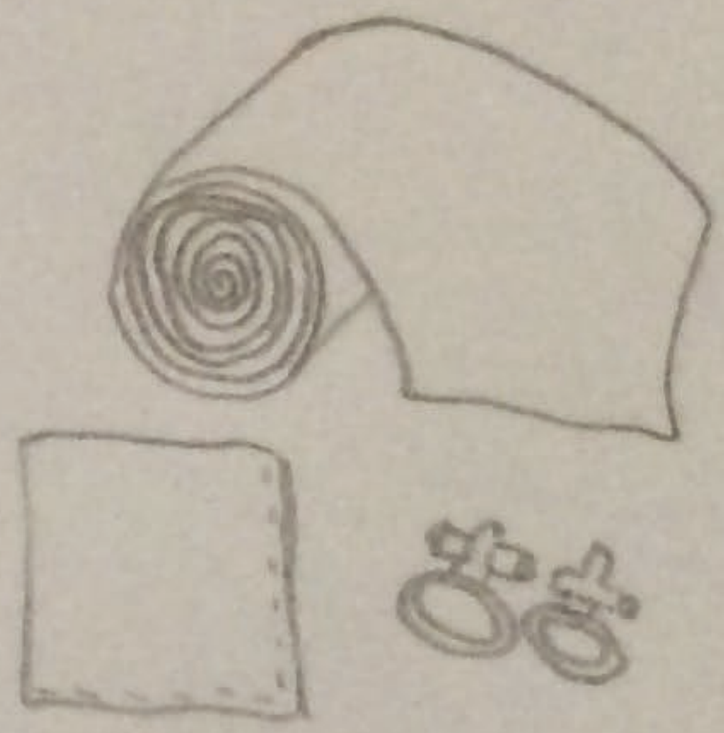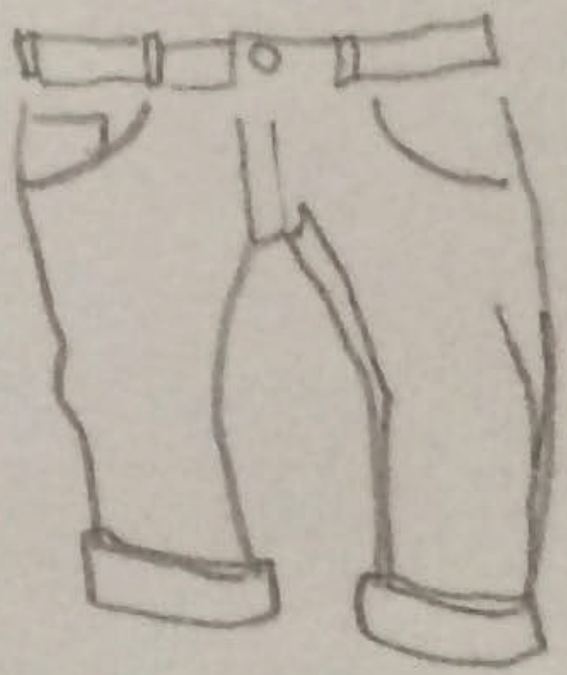DOODAH