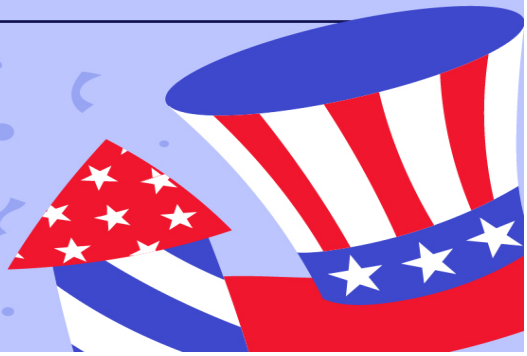Sincerely