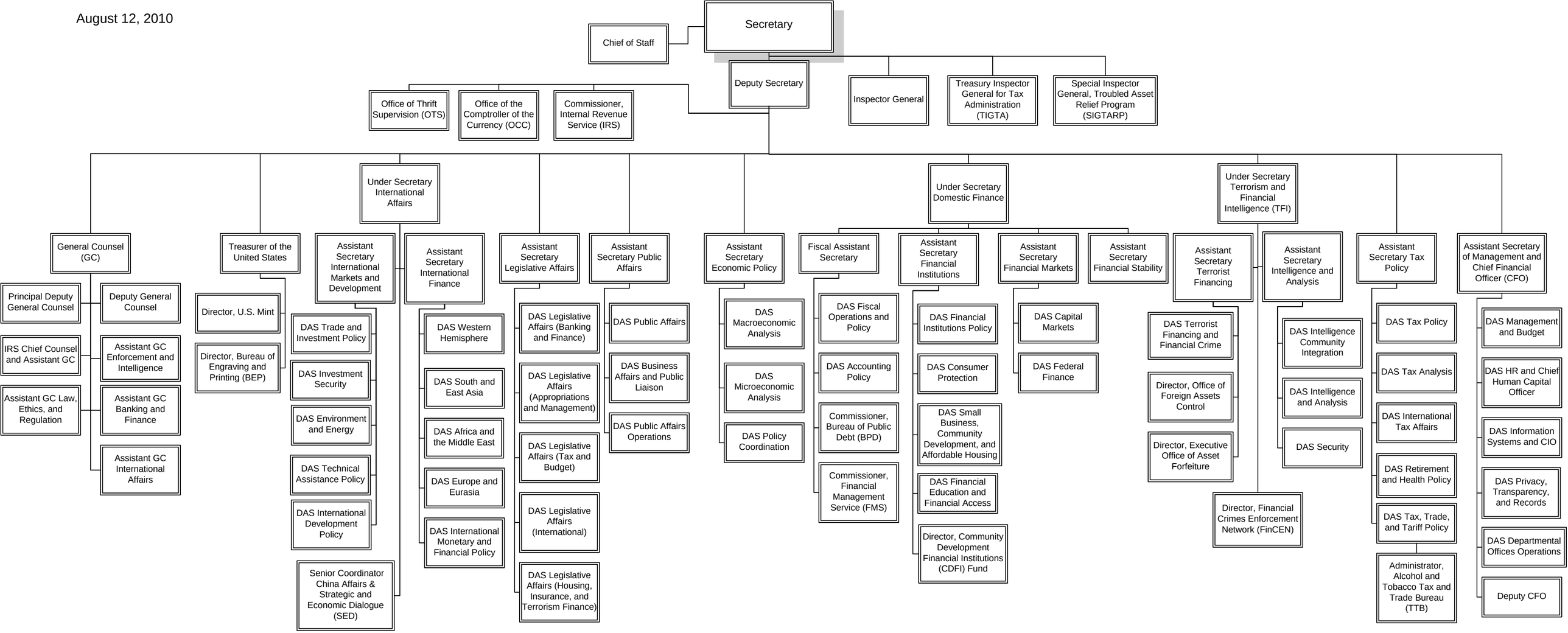August 12, 2010