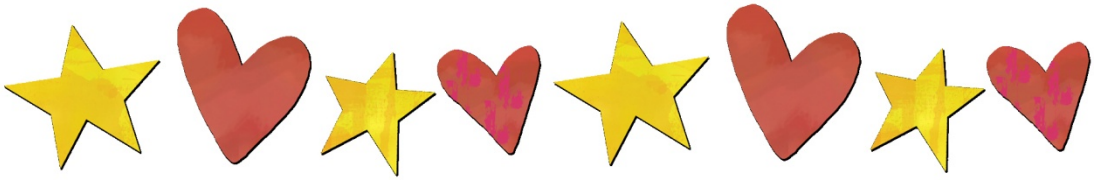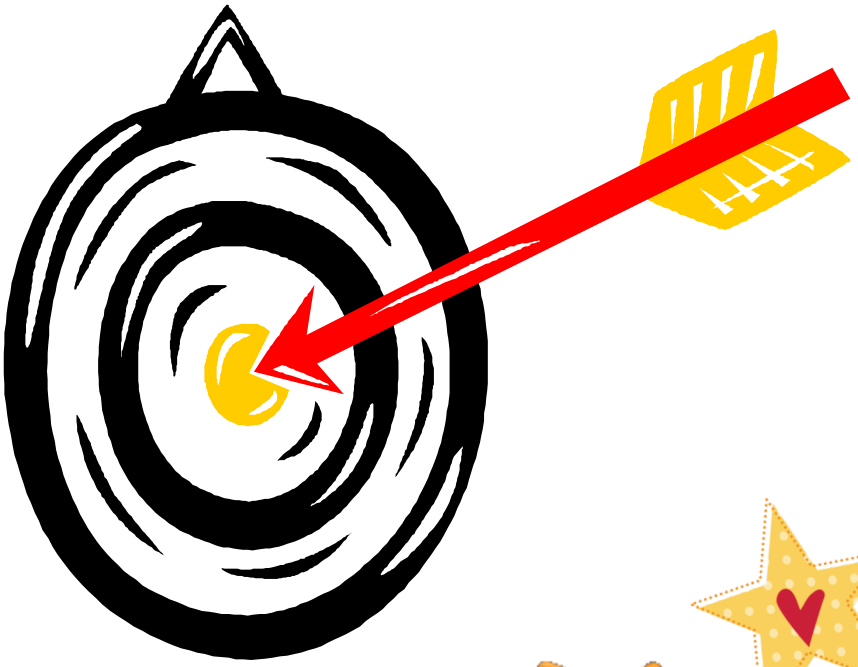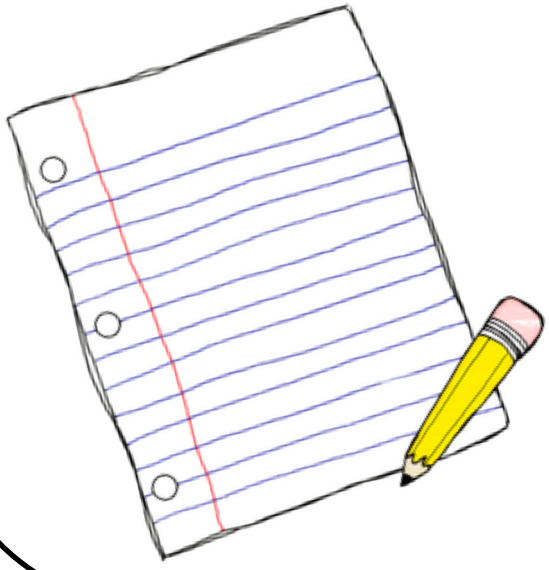Word Choice