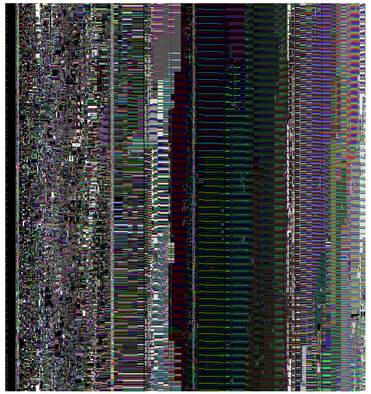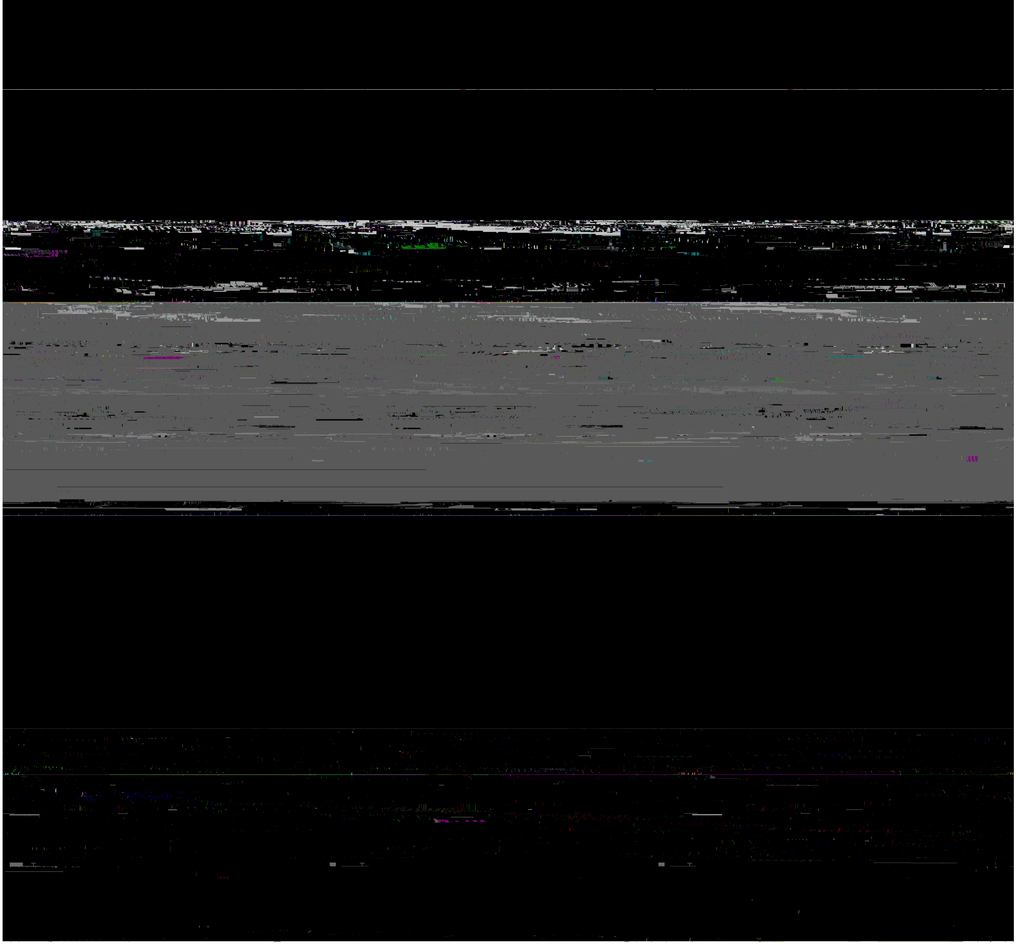LA PR