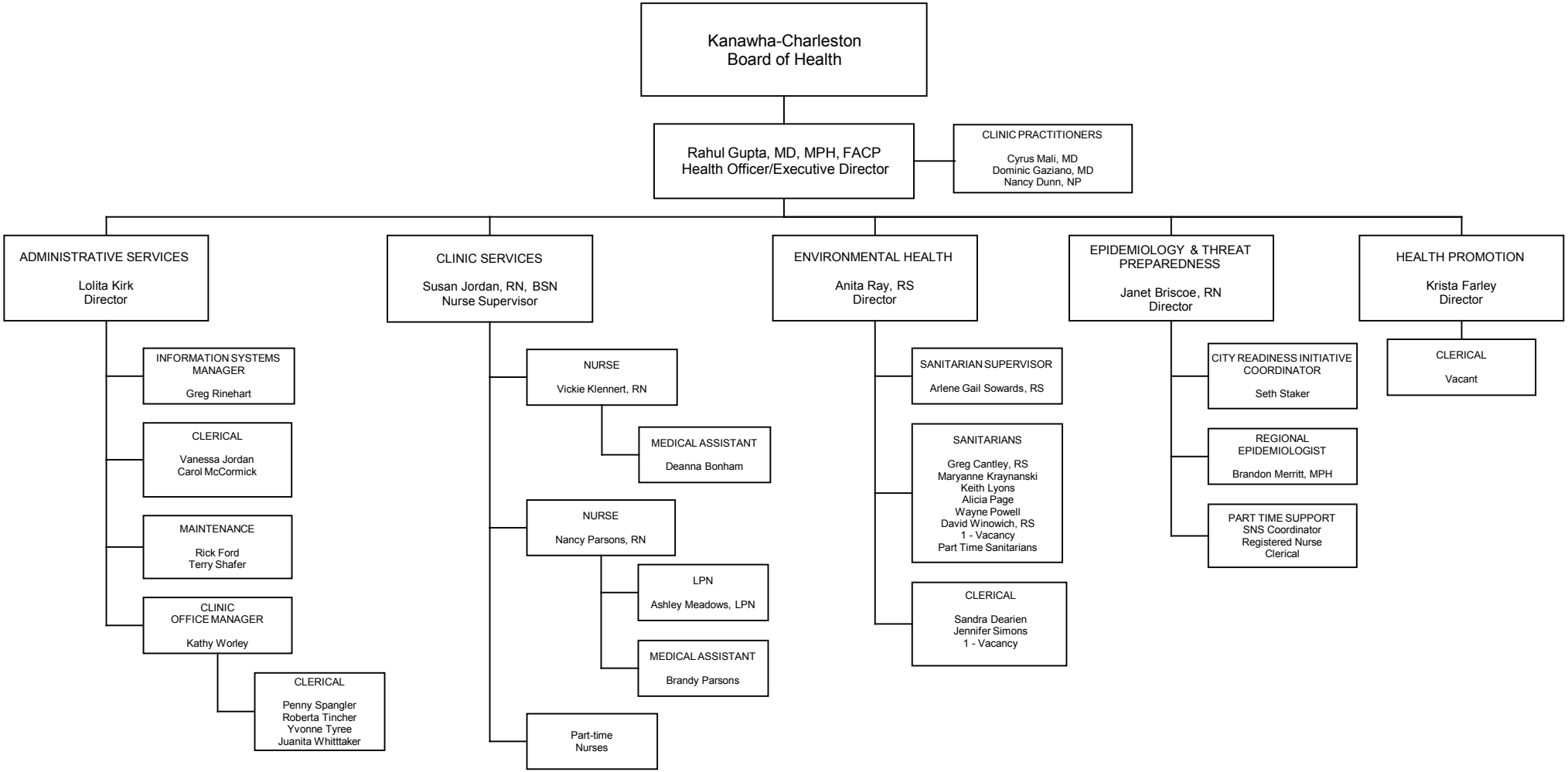September 1, 2011