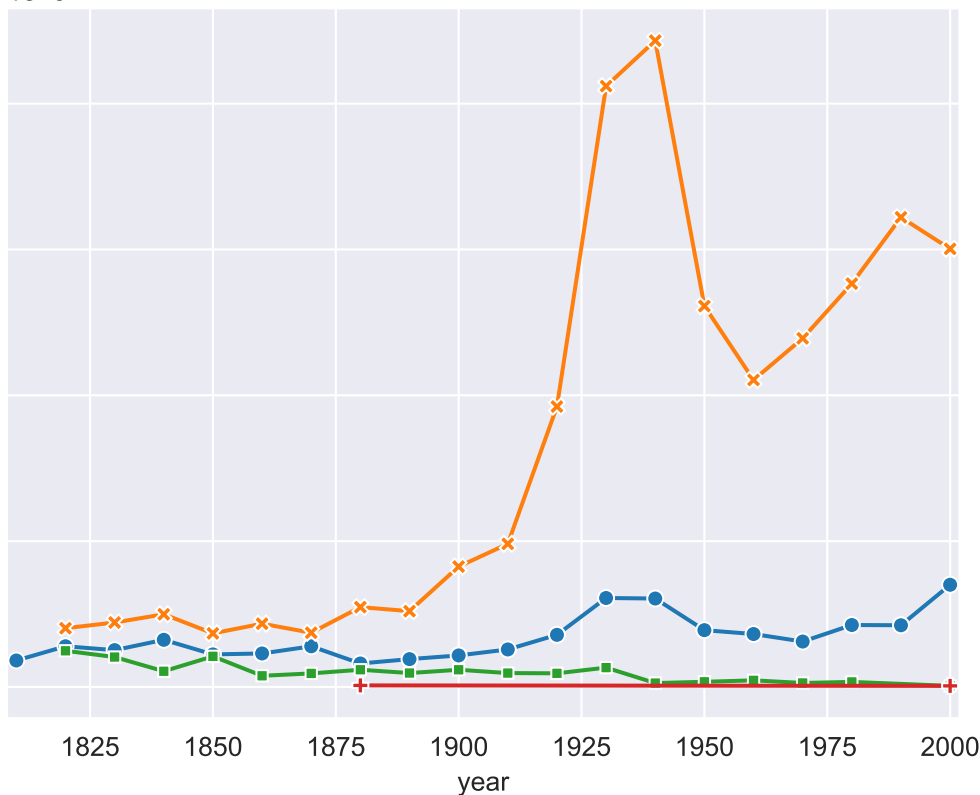retail