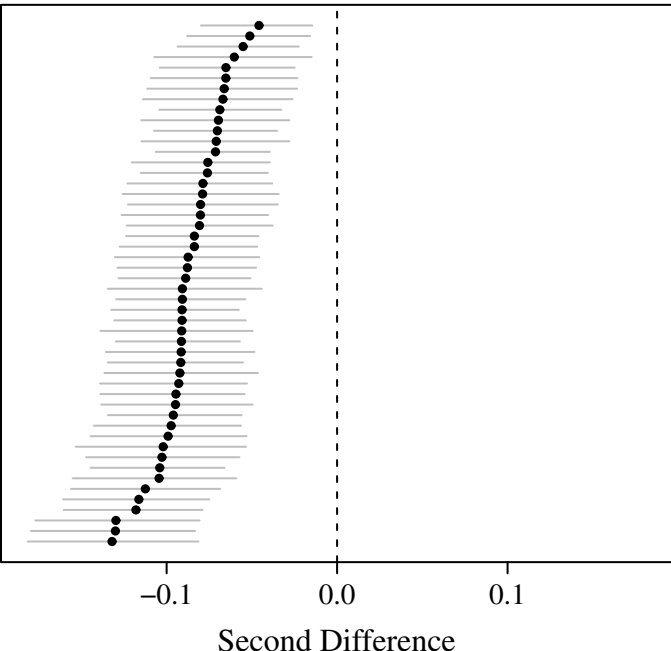


Excluding Product Term  
(100% statistically significant)



Including Product Term  
(6% statistically significant)

