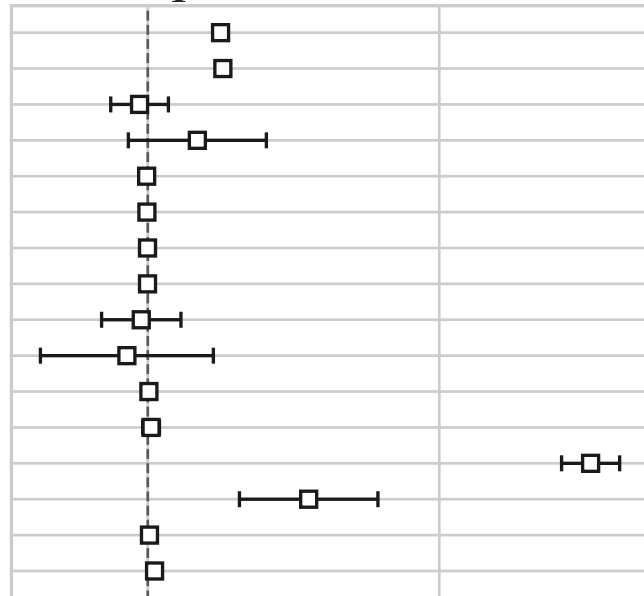Exponential Model