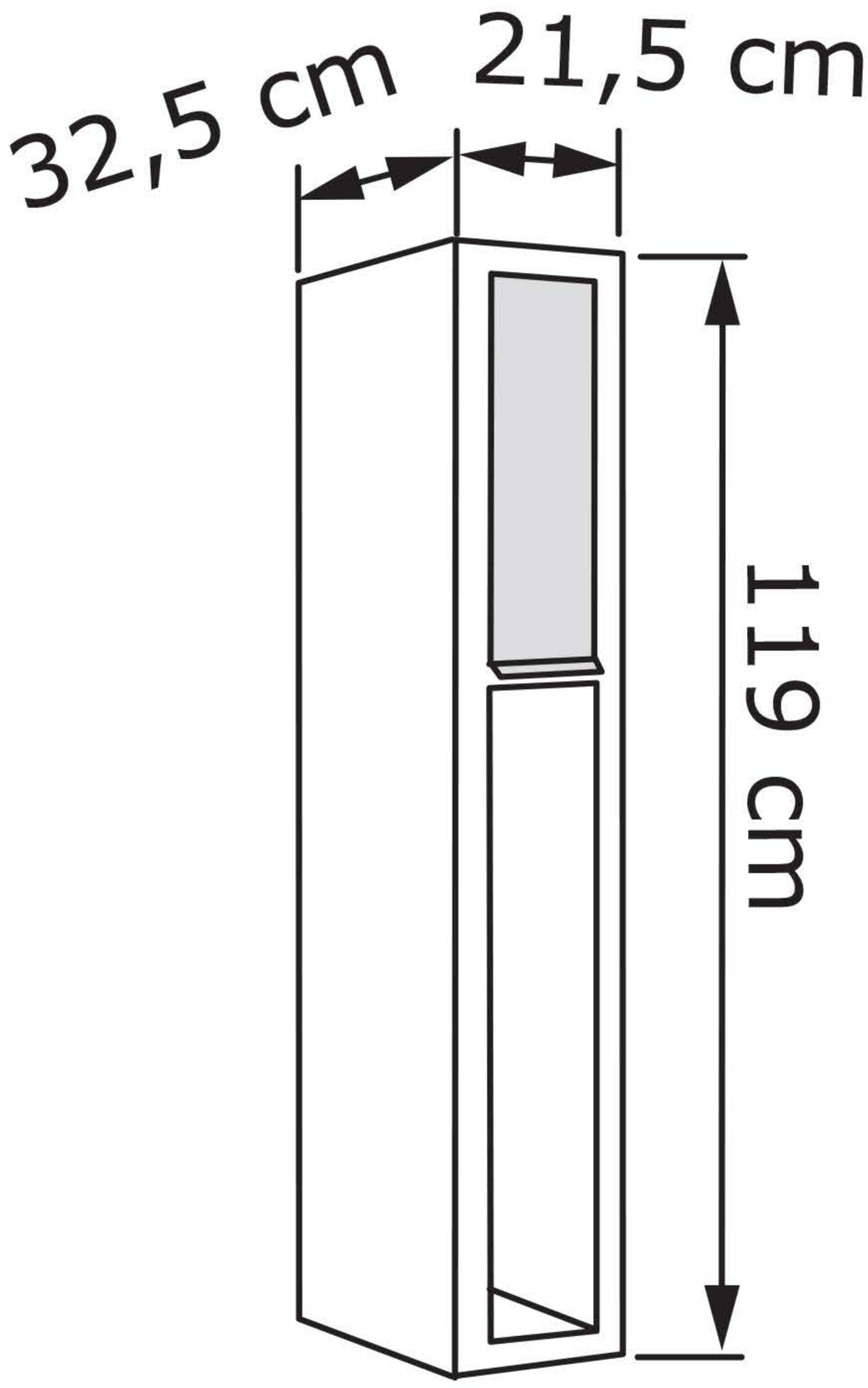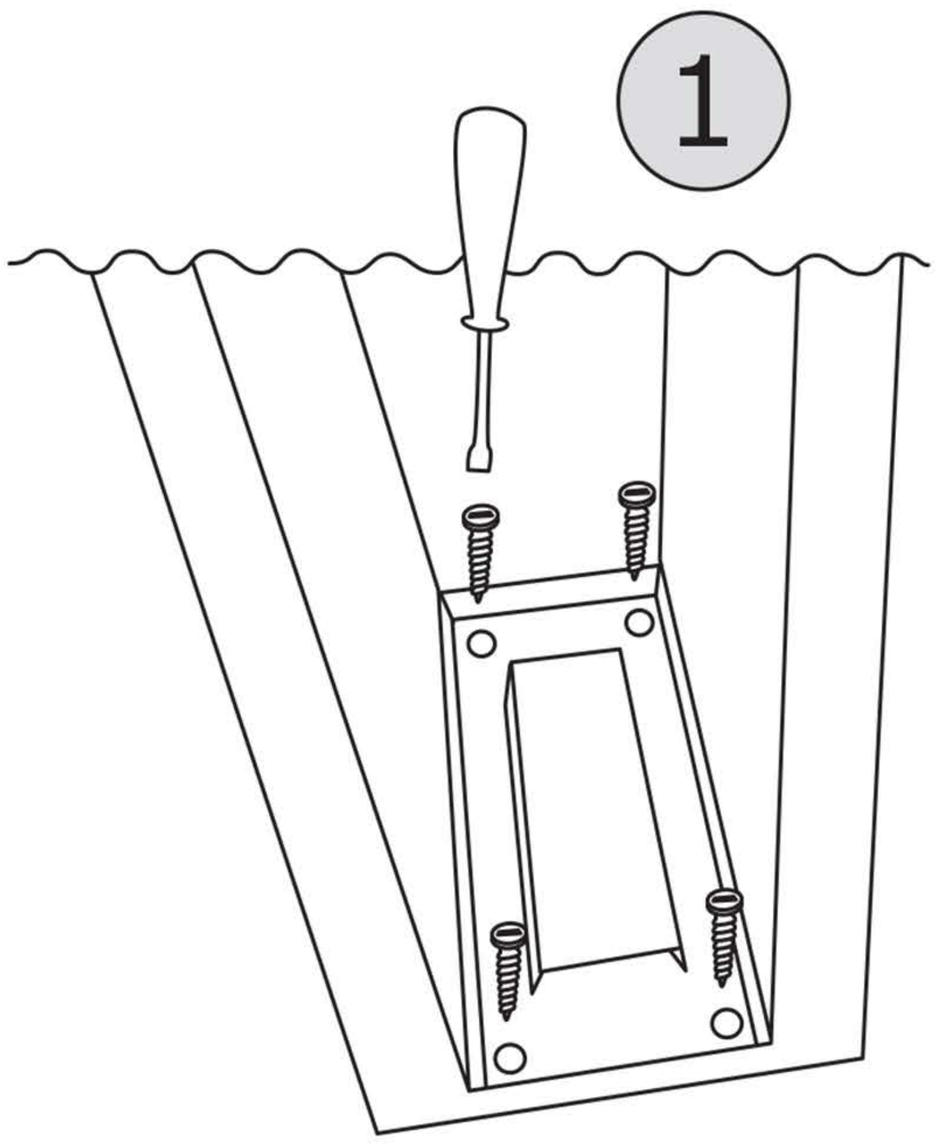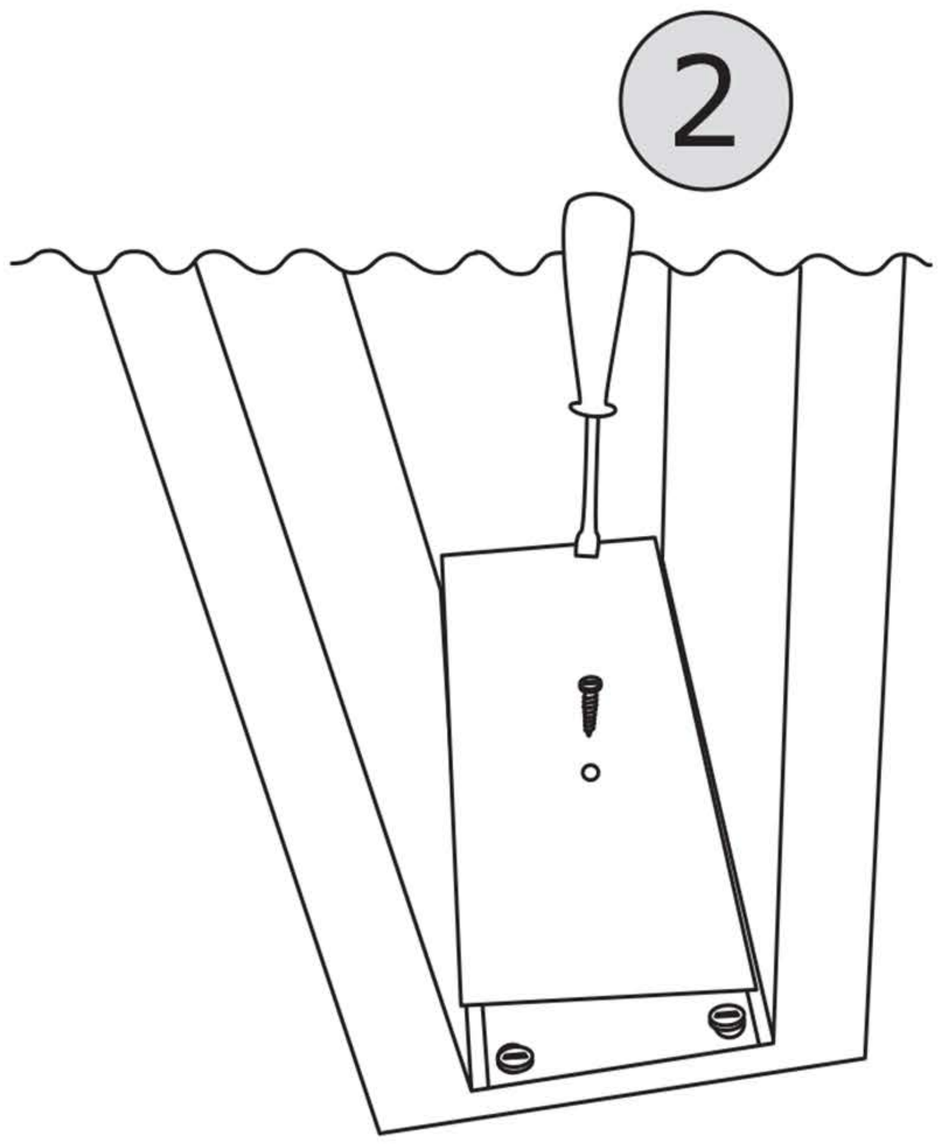La Zed