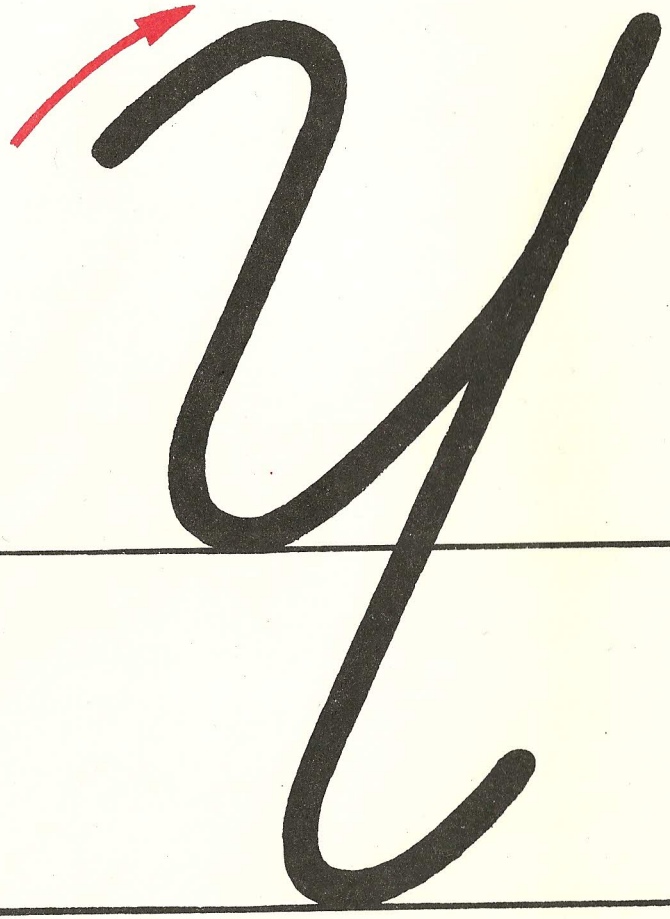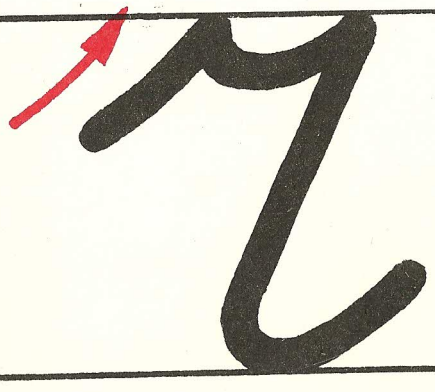Ч ч