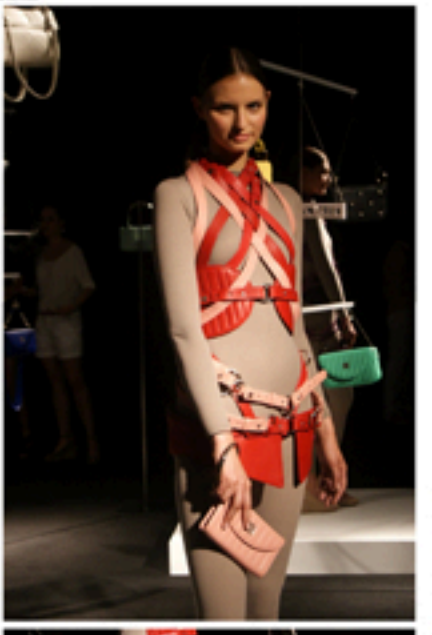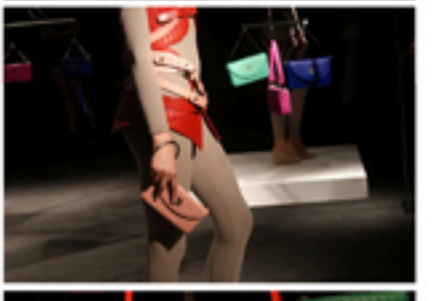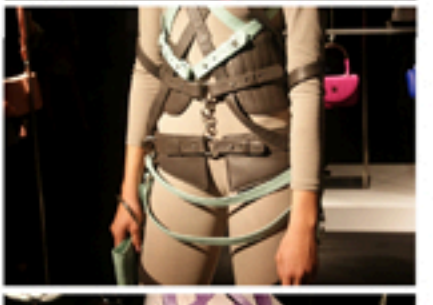Birds of a feather flock together