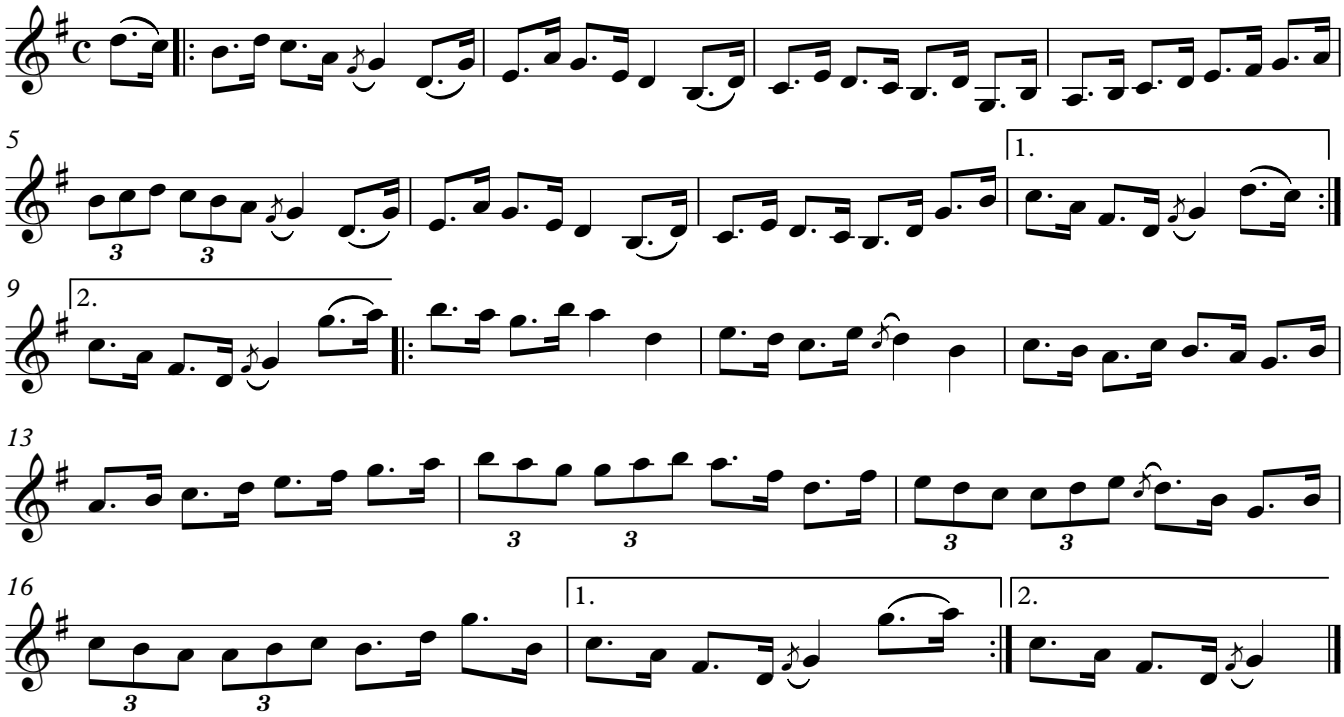The Commercial