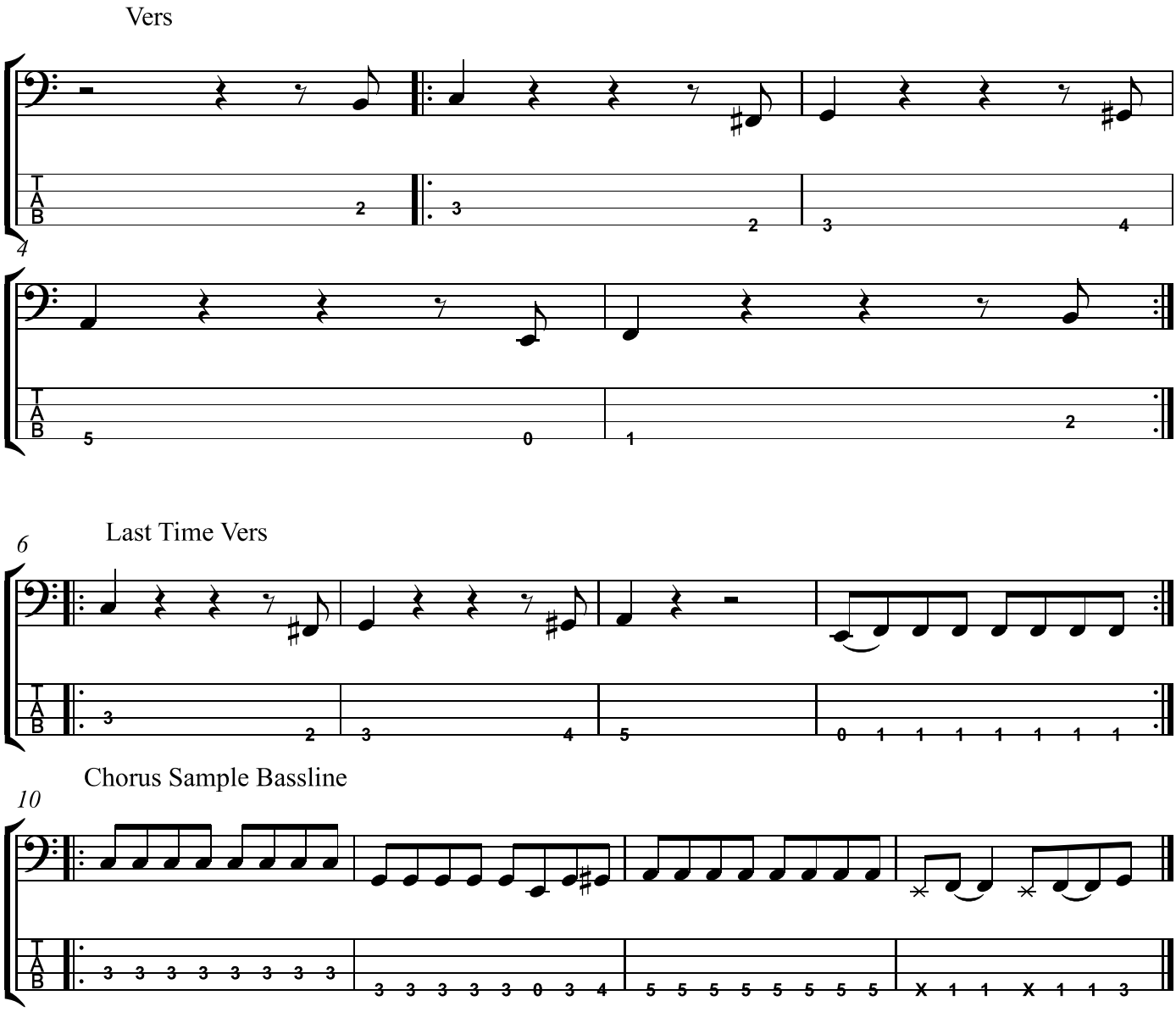So Lonlely