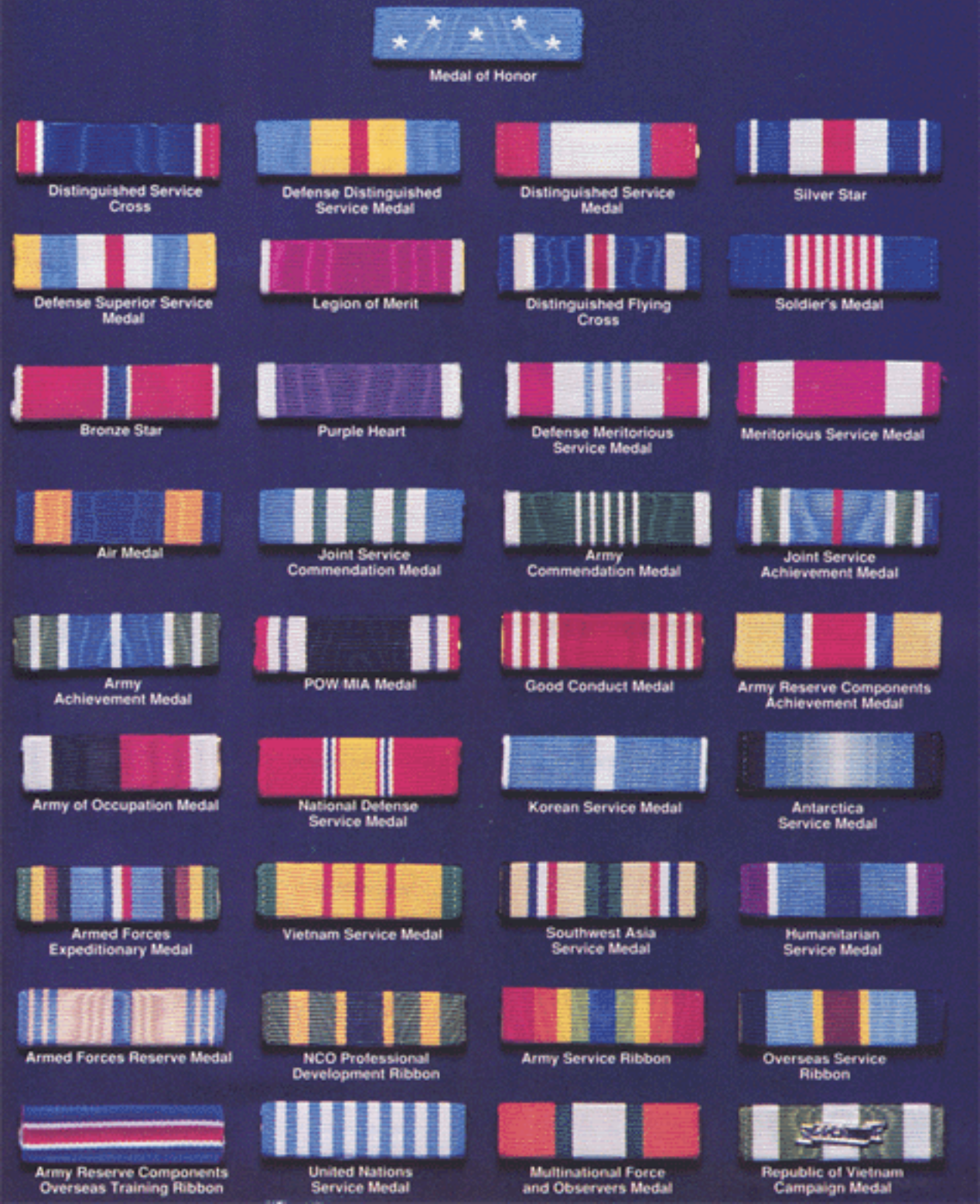SYMBOLS of EXCELLENCE