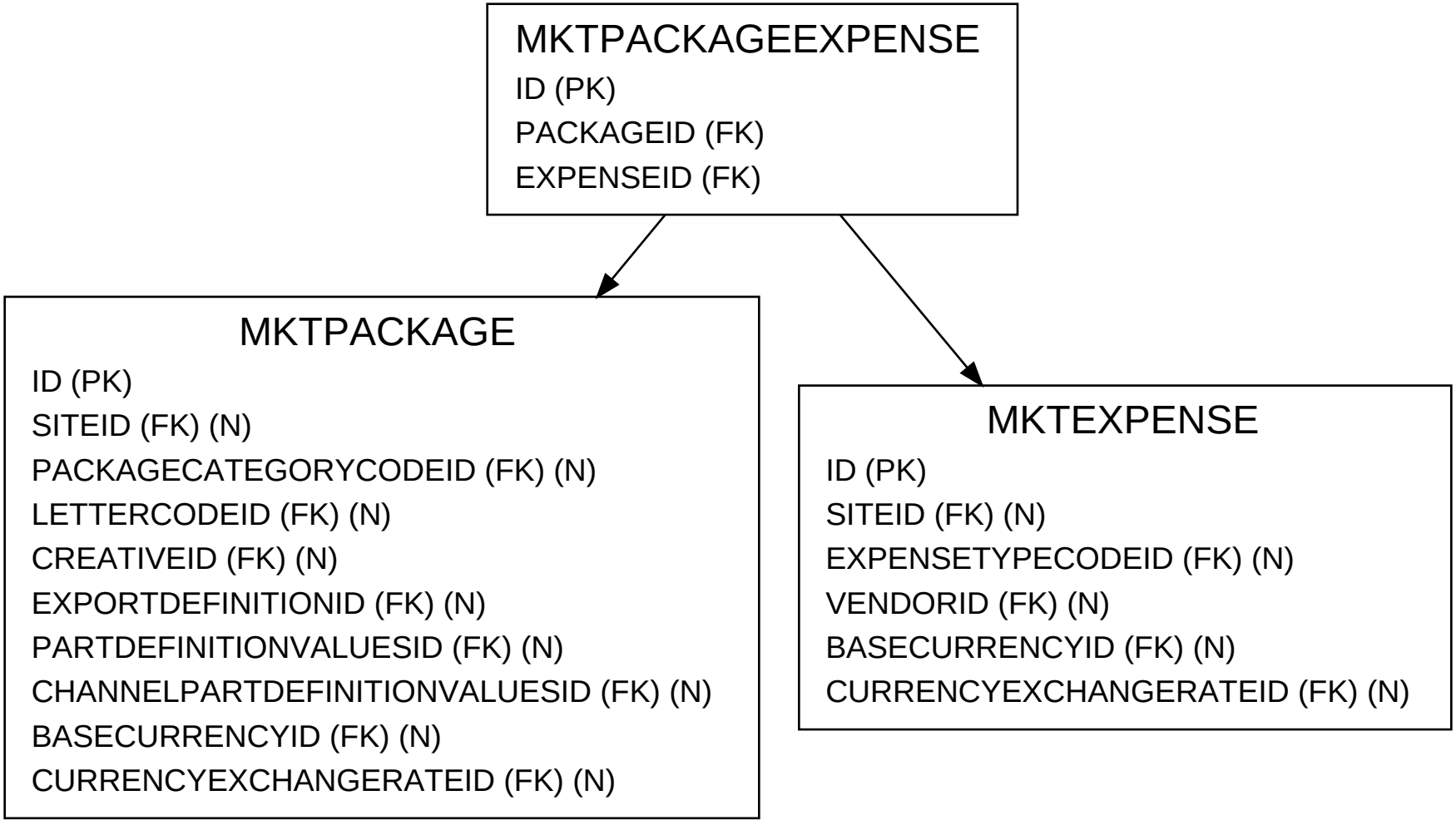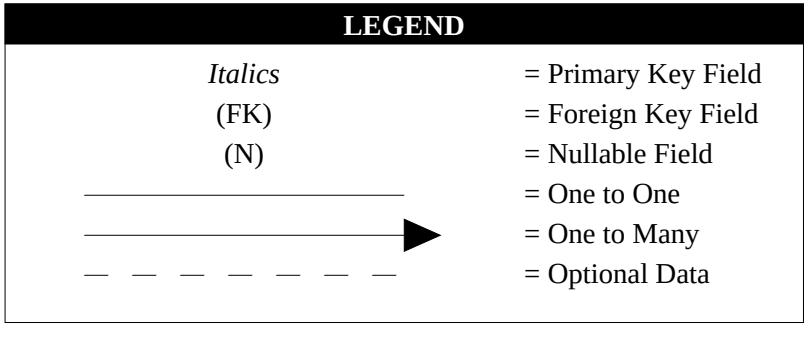MKTPACKAGEEXPENSE