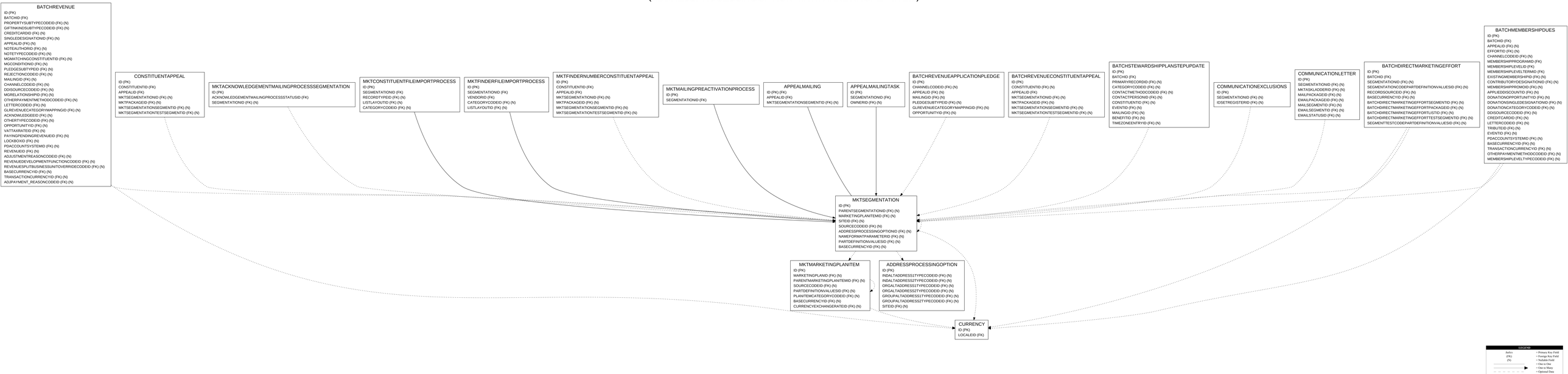MKTSEGMENTATION
(ADDRESSPROCESSINGOPTION-MKTMARKETINGPLANITEM)