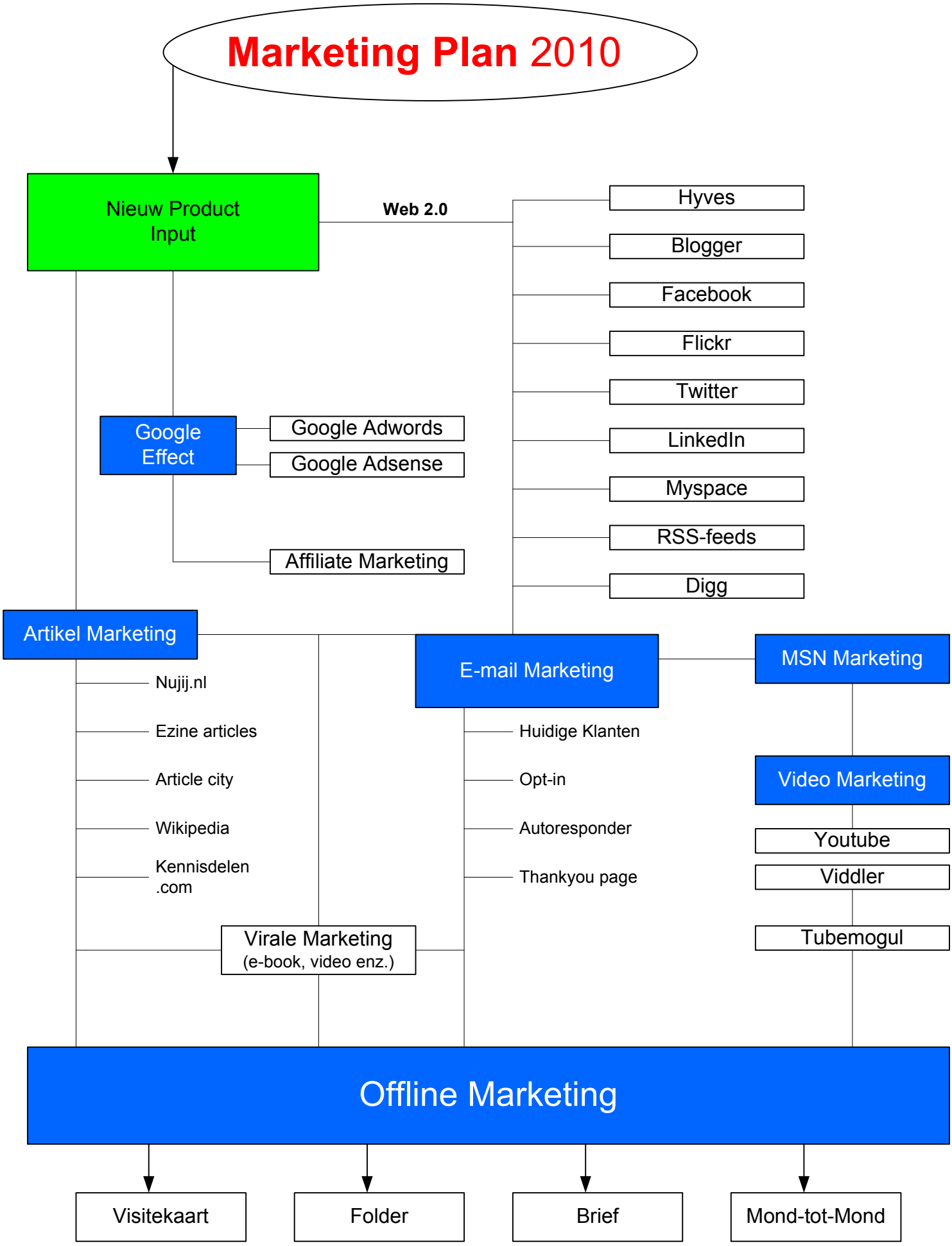Marketing Plan 2010