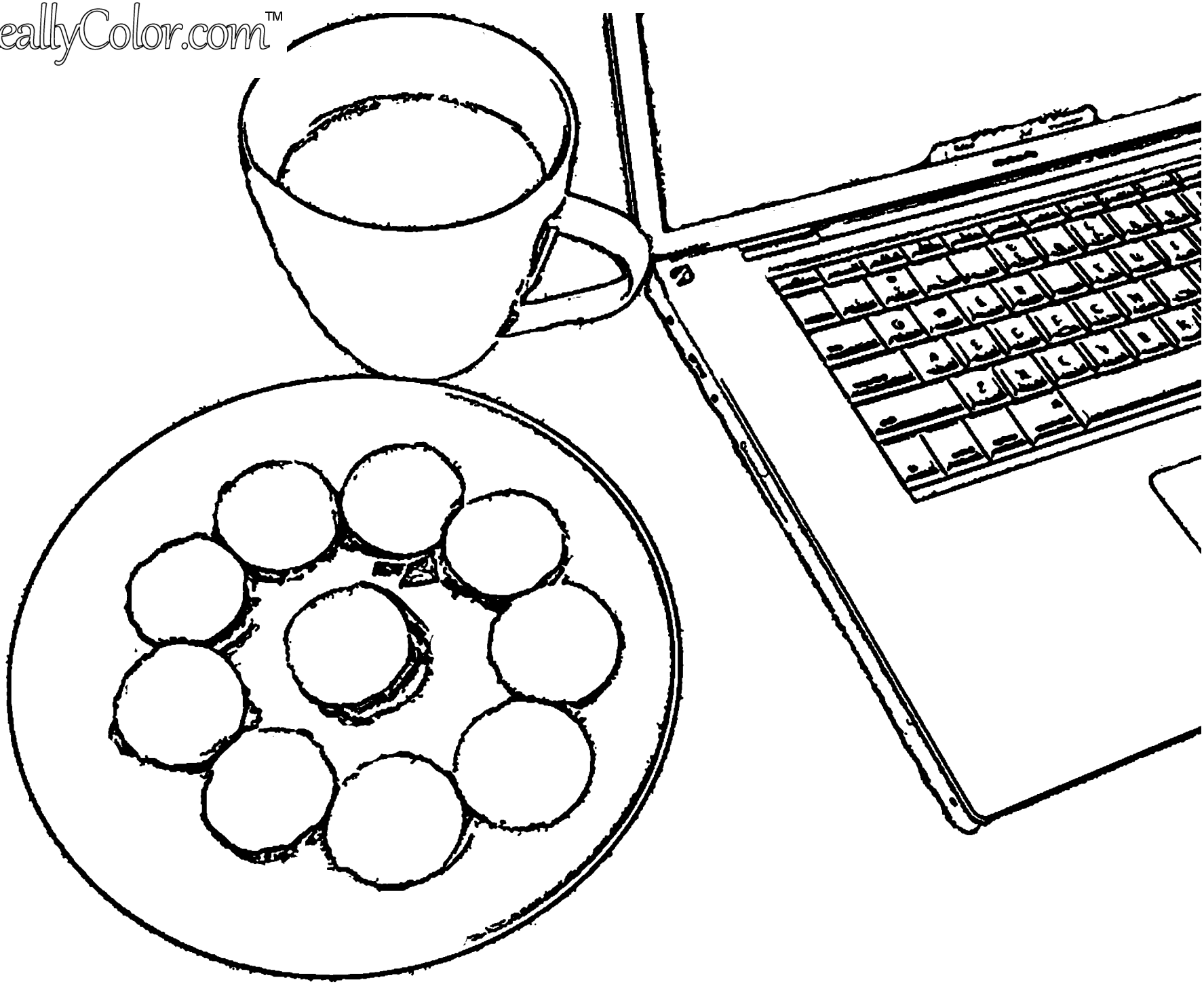ReallyColor.com™