

# CONTRACT



**WBIR**  
 1513 Hutchinson Ave.,  
 Knoxville, TN 37917  
 (865)637-1010

<u>Contract / Revision</u> 1142482 /		<u>Alt Order #</u> 07997153
<u>Product</u> RIGHT TO RISE		
<u>Contract Dates</u> 02/09/16 - 02/15/16		<u>Estimate #</u> 2685
<u>Advertiser</u> Right to Rise / POL		<u>Original Date / Revision</u> 11/04/15 / 11/04/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBIR	<u>Account Executive</u> Kristen Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 141	<u>Product 1/2</u> 295
<u>Agency Ref</u> 37061AG	<u>Advertiser Ref</u> 103344	

And:

**Oath Strategies / POL**  
 PO Box 2484  
 Springfield, VA 22152

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WBIR	02/12/16	02/12/16	Today Show 3	10-11a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$250.00				
N 2	WBIR	02/12/16	02/12/16	Ellen Degeneres	11a-12p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$300.00				
N 3	WBIR	02/12/16	02/12/16	12-1p	12-1p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$400.00				
N 4	WBIR	02/12/16	02/12/16	M-F 4-5p	4-5p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$400.00				
N 5	WBIR	02/12/16	02/12/16	10 News at 5	5p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$700.00				
N 6	WBIR	02/12/16	02/12/16	M-F 6pm News	6-630p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$1,200.00				
N 7	WBIR	02/12/16	02/12/16	M-F 6-7a	6-7a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$900.00				
N 8	WBIR	02/12/16	02/12/16	Wheel of Fortune	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/12/16	02/18/16	----F--				1	\$600.00				
N 9	WBIR	02/15/16	02/15/16	Today Show 3	10-11a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$250.00				
N 10	WBIR	02/15/16	02/15/16	M-F 11p News	11-1135p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$650.00				
N 11	WBIR	02/15/16	02/15/16	12-1p	12-1p		:30				NM	1	\$400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

TEGNA, Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

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TERMS: Due 15th day of the Month following Broadcast.



<u>Contract / Revision</u> 1142482 /		<u>Alt Order #</u> 07997153
<u>Contract Dates</u> 02/09/16 - 02/15/16		<u>Product</u> RIGHT TO RISE
		<u>Estimate #</u> 2685
<u>Advertiser</u> Right to Rise / POL		<u>Original Date / Revision</u> 11/04/15 / 11/04/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$400.00				
N 12	WBIR	02/15/16	02/15/16	The Doctors	2-3p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$300.00				
N 13	WBIR	02/15/16	02/15/16	M-F 5-6a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$350.00				
N 14	WBIR	02/15/16	02/15/16	NBC Nightly News	630-7p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$2,000.00				
N 15	WBIR	02/15/16	02/15/16	Wheel of Fortune	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$600.00				
N 16	WBIR	02/15/16	02/15/16	Jeopardy	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$600.00				
N 17	WBIR	02/15/16	02/15/16	Today Show 2	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/15/16	02/21/16	M-----				1	\$250.00				
N 18	WBIR	02/13/16	02/13/16	SNL Encore	10-11p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$300.00				
N 19	WBIR	02/13/16	02/13/16	Sa 6pm News	6-630p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$500.00				
N 20	WBIR	02/13/16	02/13/16	Sat 6-7a	6-7a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$200.00				
N 21	WBIR	02/13/16	02/13/16	Wheel of Fortune Sa	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$600.00				
N 22	WBIR	02/13/16	02/13/16	Sat 7-8a	7-8a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$800.00				
N 23	WBIR	02/13/16	02/13/16	Dateline Mystery	8-11p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$300.00				
N 24	WBIR	02/13/16	02/13/16	Sat 8-9a	8-9a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$900.00				
N 25	WBIR	02/13/16	02/13/16	Sat 9-10a	9-10a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/13/16	02/19/16	-----S-				1	\$800.00				
N 26	WBIR	02/14/16	02/14/16	Heartbreaker	10-11p		:30				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$420.00				
N 27	WBIR	02/14/16	02/14/16	Sun 11p News	11-1135p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$400.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$400.00				
N 28	WBIR	02/14/16	02/14/16	Su 6pm News	6-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$600.00				
N 29	WBIR	02/14/16	02/14/16	Sun 7-8a	7-8a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$600.00				
N 30	WBIR	02/14/16	02/14/16	The Voice Encore	7-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$600.00				
N 31	WBIR	02/14/16	02/14/16	Today Show Sunday	8-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$250.00				
N 32	WBIR	02/14/16	02/14/16	Shade of Blue	8-9p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$600.00				
N 33	WBIR	02/14/16	02/14/16	Heartbreaker	9-10p		:30				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$420.00				
N 34	WBIR	02/14/16	02/14/16	Sun 9-930a	9-930a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/14/16	02/20/16	-----S				1	\$400.00				
N 35	WBIR	02/11/16	02/11/16	M-F 11p News	11-1135p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$650.00				
N 36	WBIR	02/11/16	02/11/16	Ellen Degeneres	11a-12p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$300.00				
N 37	WBIR	02/11/16	02/11/16	M-F 4-5p	4-5p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$400.00				
N 38	WBIR	02/11/16	02/11/16	M-F 5-6a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$350.00				
N 39	WBIR	02/11/16	02/11/16	M-F 6-7a	6-7a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$900.00				
N 40	WBIR	02/11/16	02/11/16	Wheel of Fortune	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$600.00				
N 41	WBIR	02/11/16	02/11/16	Today Show	Today Show		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$800.00				
N 42	WBIR	02/11/16	02/11/16	Jeopardy	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$600.00				
N 43	WBIR	02/11/16	02/11/16	Today Show 2	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/11/16	02/17/16	---T---				1	\$250.00				

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Week:		02/11/16	02/17/16	---T---				1	\$250.00				
N 44	WBIR	02/09/16	02/09/16	12-1p	12-1p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$400.00				
N 45	WBIR	02/09/16	02/09/16	The Doctors	2-3p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$300.00				
N 46	WBIR	02/09/16	02/09/16	M-F 4-5p	4-5p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$400.00				
N 47	WBIR	02/09/16	02/09/16	M-F 5-6a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$350.00				
N 48	WBIR	02/09/16	02/09/16	10 News at 5	5p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$700.00				
N 49	WBIR	02/09/16	02/09/16	M-F 6pm News	6-630p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$1,200.00				
N 50	WBIR	02/09/16	02/09/16	Wheel of Fortune	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$600.00				
N 51	WBIR	02/09/16	02/09/16	Today Show	Today Show		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$800.00				
N 52	WBIR	02/09/16	02/09/16	Jeopardy	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$600.00				
N 53	WBIR	02/09/16	02/09/16	Today Show 2	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/09/16	02/15/16	-T-----				1	\$250.00				
N 54	WBIR	02/10/16	02/10/16	Today Show 3	10-11a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$250.00				
N 55	WBIR	02/10/16	02/10/16	Ellen Degeneres	11a-12p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$300.00				
N 56	WBIR	02/10/16	02/10/16	10 News at 5	5p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$700.00				
N 57	WBIR	02/10/16	02/10/16	M-F 6pm News	6-630p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$1,200.00				
N 58	WBIR	02/10/16	02/10/16	NBC Nightly News	630-7p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$2,000.00				
N 59	WBIR	02/10/16	02/10/16	Mysteries of Laura	8-9p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$1,000.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

TEGNA, Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



<u>Contract / Revision</u> 1142482 /		<u>Alt Order #</u> 07997153
<u>Contract Dates</u> 02/09/16 - 02/15/16		<u>Product</u> RIGHT TO RISE
		<u>Estimate #</u> 2685
<u>Advertiser</u> Right to Rise / POL		<u>Original Date / Revision</u> 11/04/15 / 11/04/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$1,000.00				
N 60	WBIR	02/10/16	02/10/16	Today Show 2	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/10/16	02/16/16	--W----				1	\$250.00				
<b>Totals</b>								0.00				60	\$34,990.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/01/16 - 02/15/16	60	\$34,990.00	(\$5,248.50)	\$29,741.50
<b>Totals</b>	60	\$34,990.00	(\$5,248.50)	\$29,741.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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