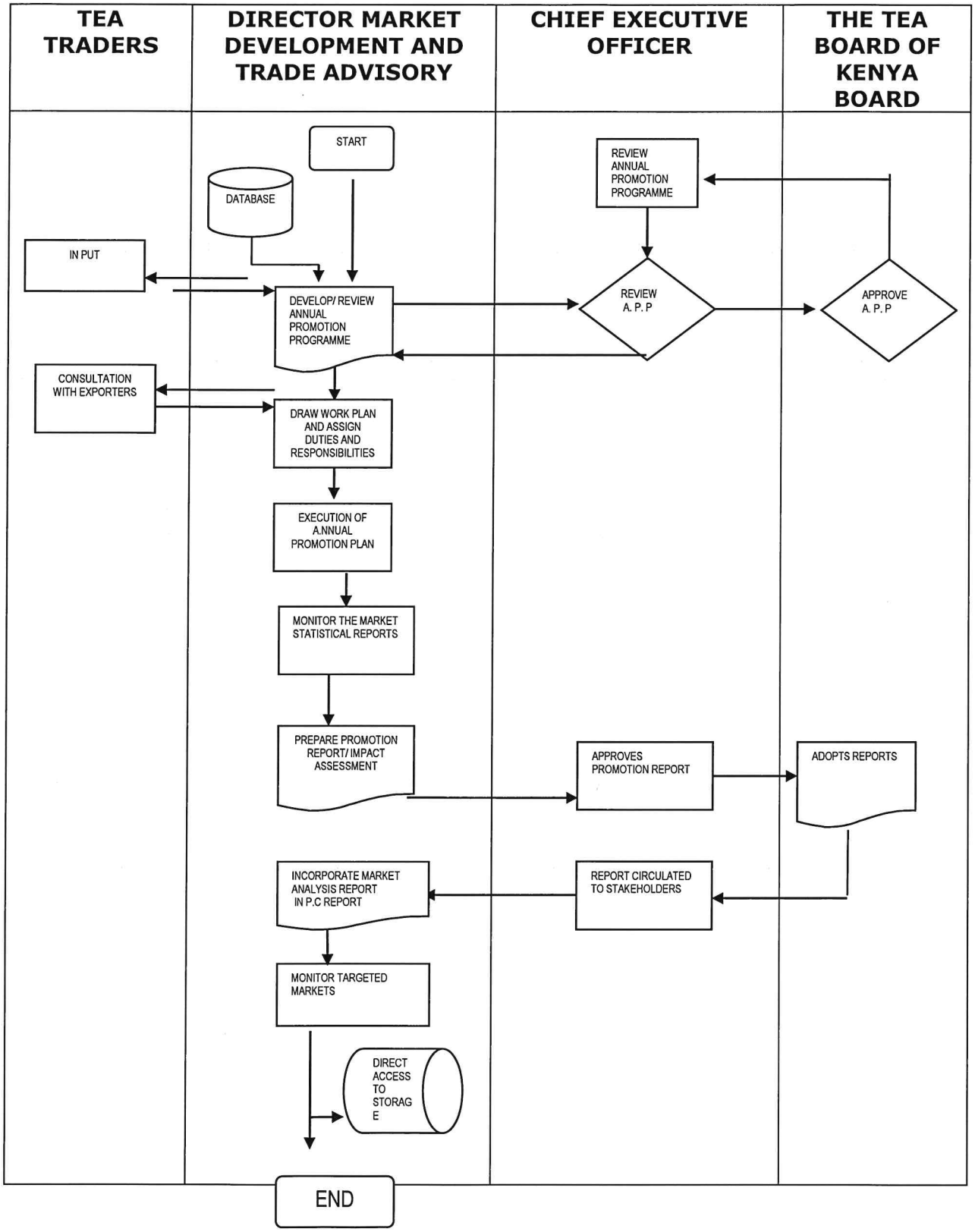3.0 PROMOTION PROGRAMMES