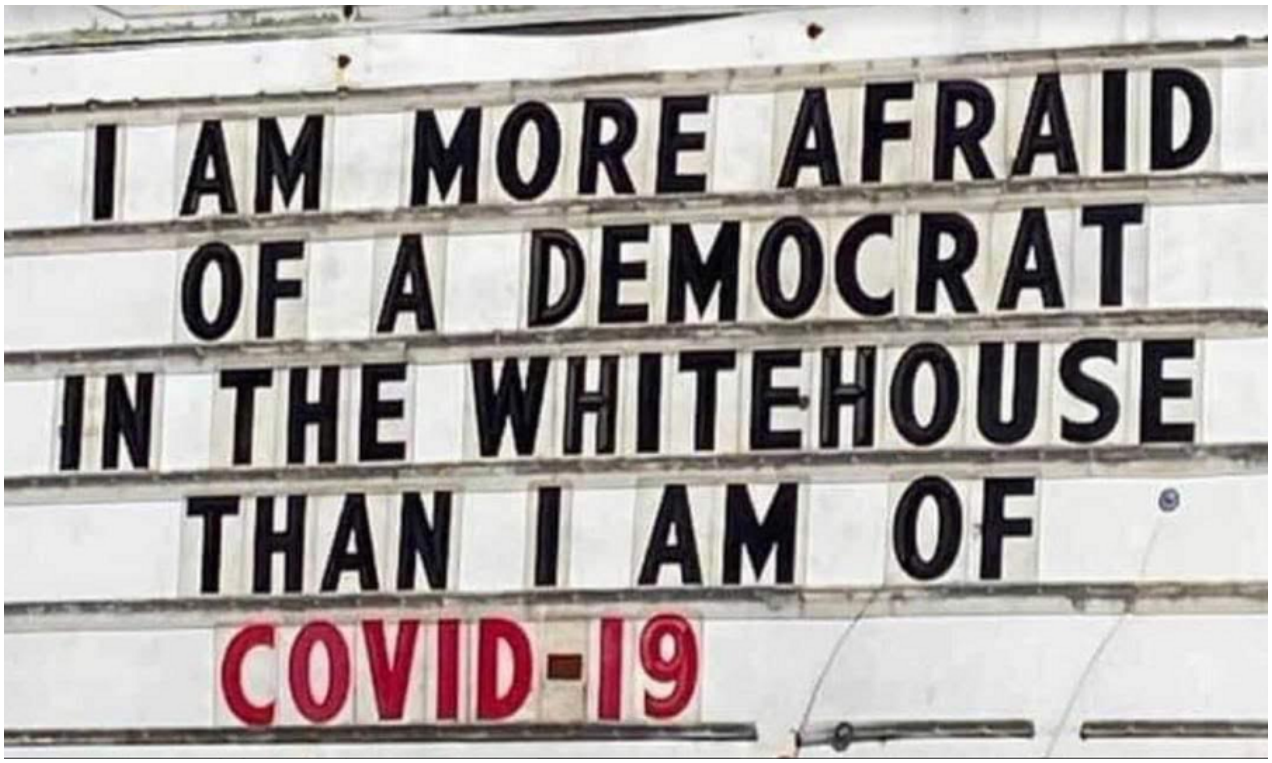SIGN OF THE YEAR