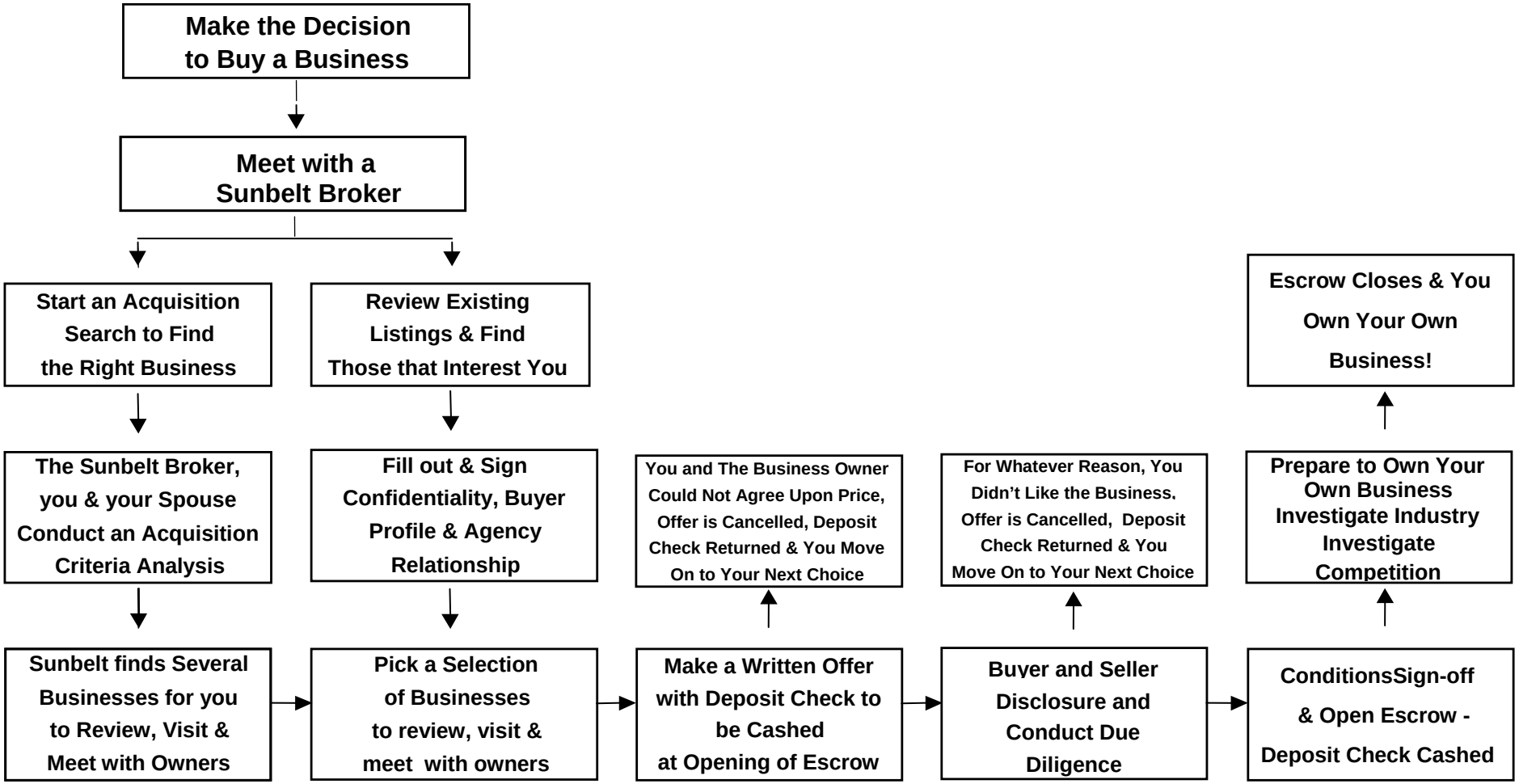Buying Process