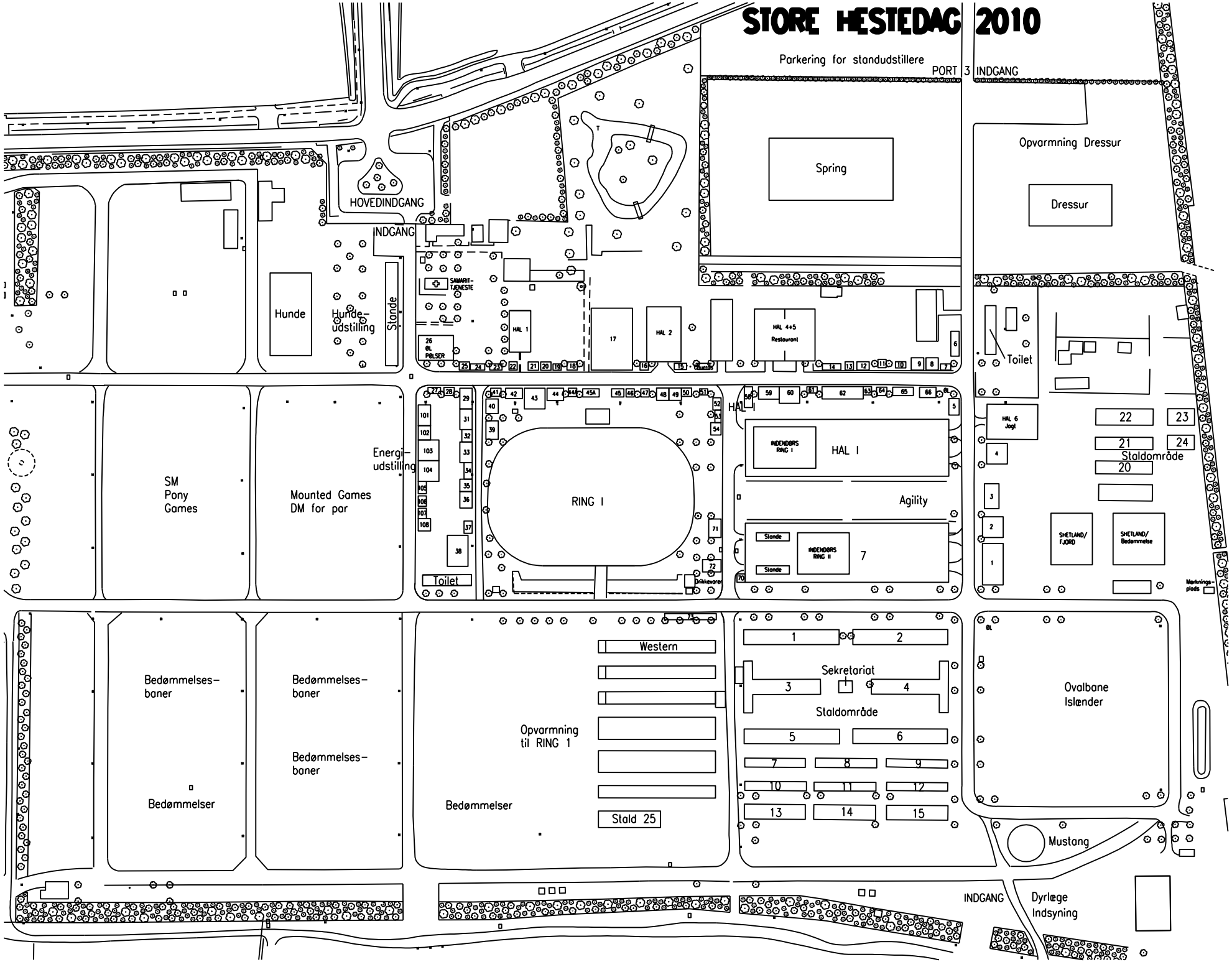STORE HESTEDAG 2010