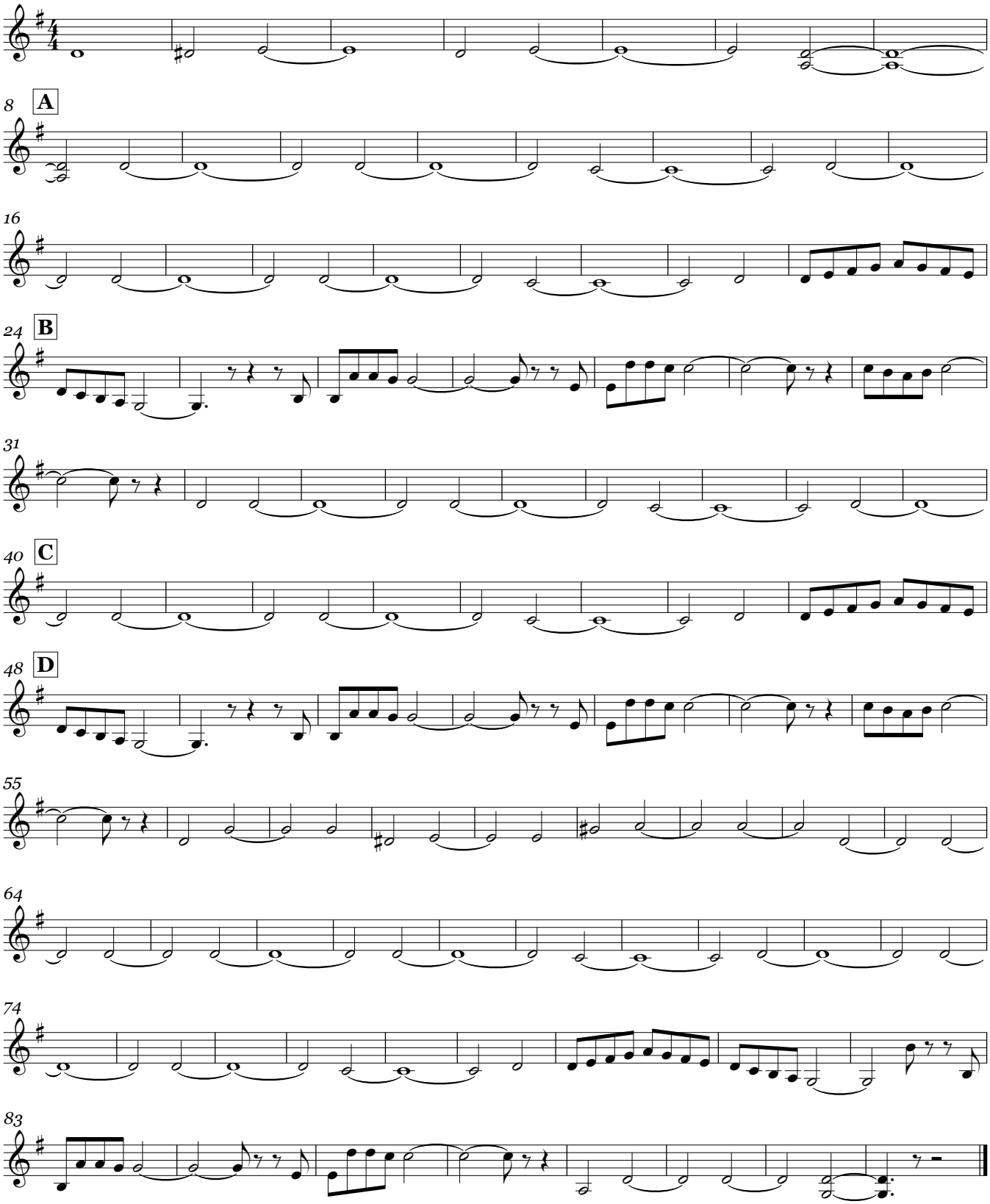The Winner takes it All