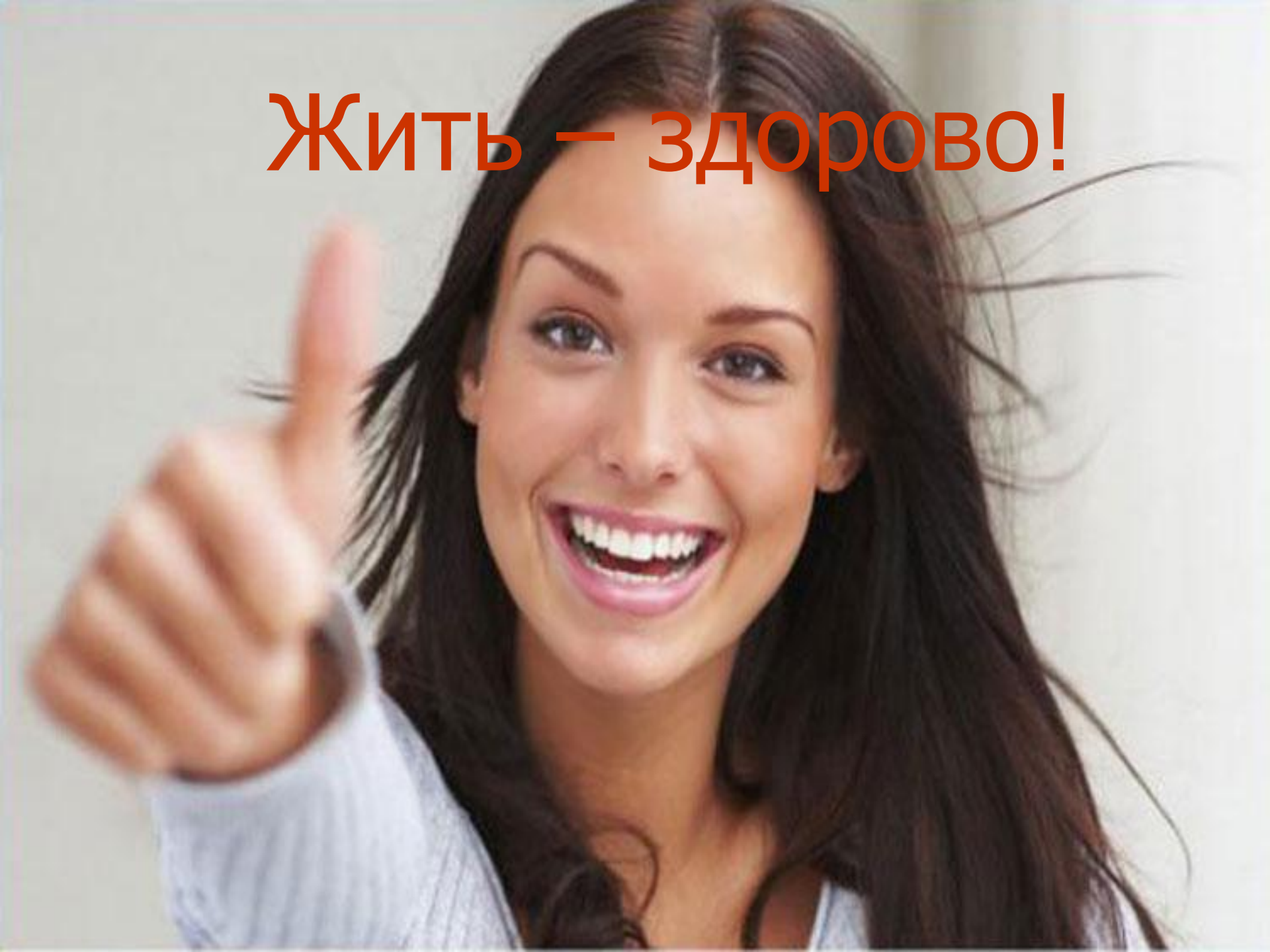Жить – здорово!