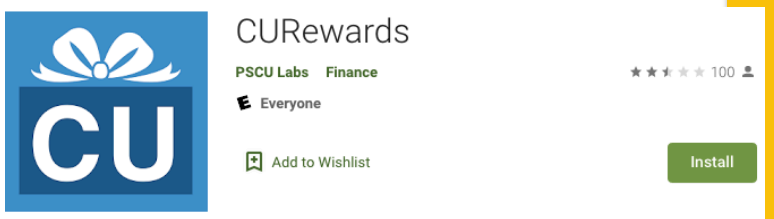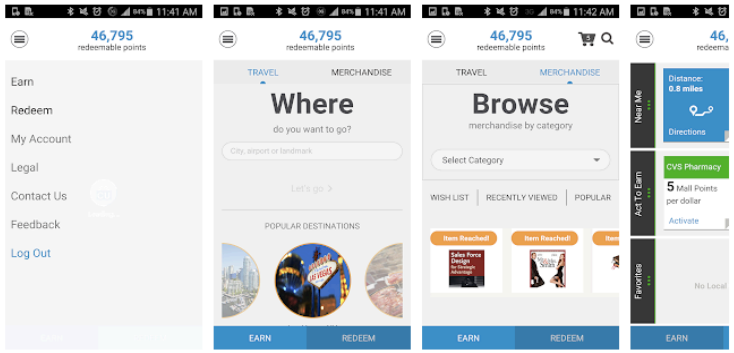New Membership & Purchase Loyalty/Continuity