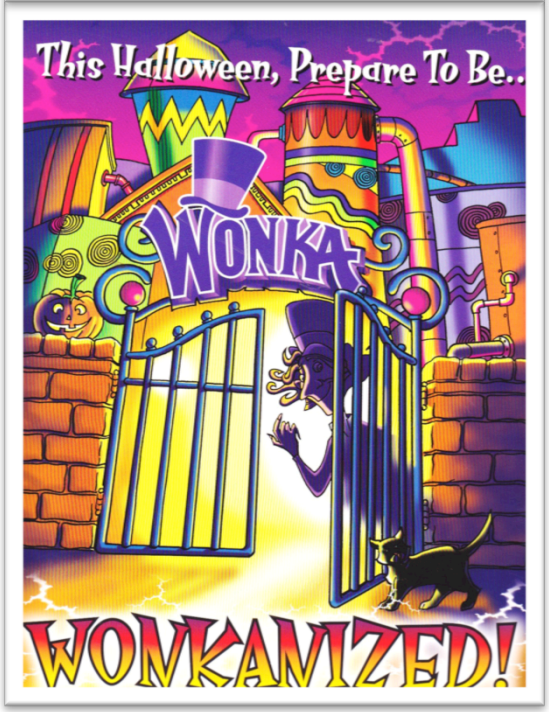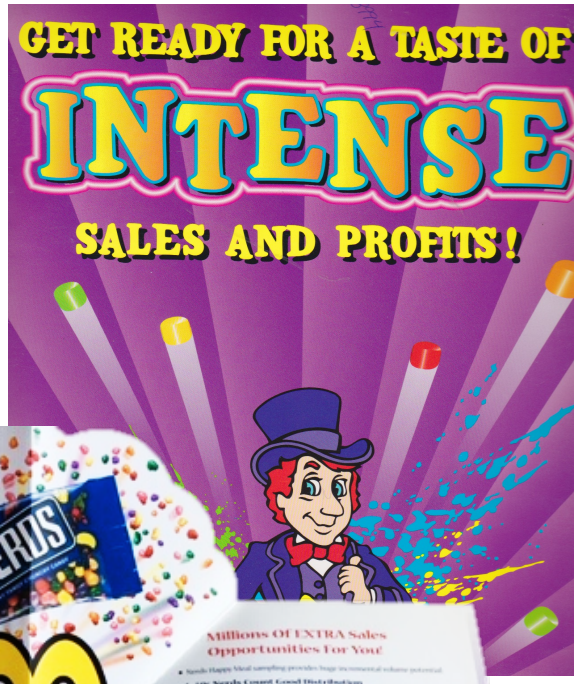Holiday Rebranding & Value-Added Strategic Partnership For Trial Sampling