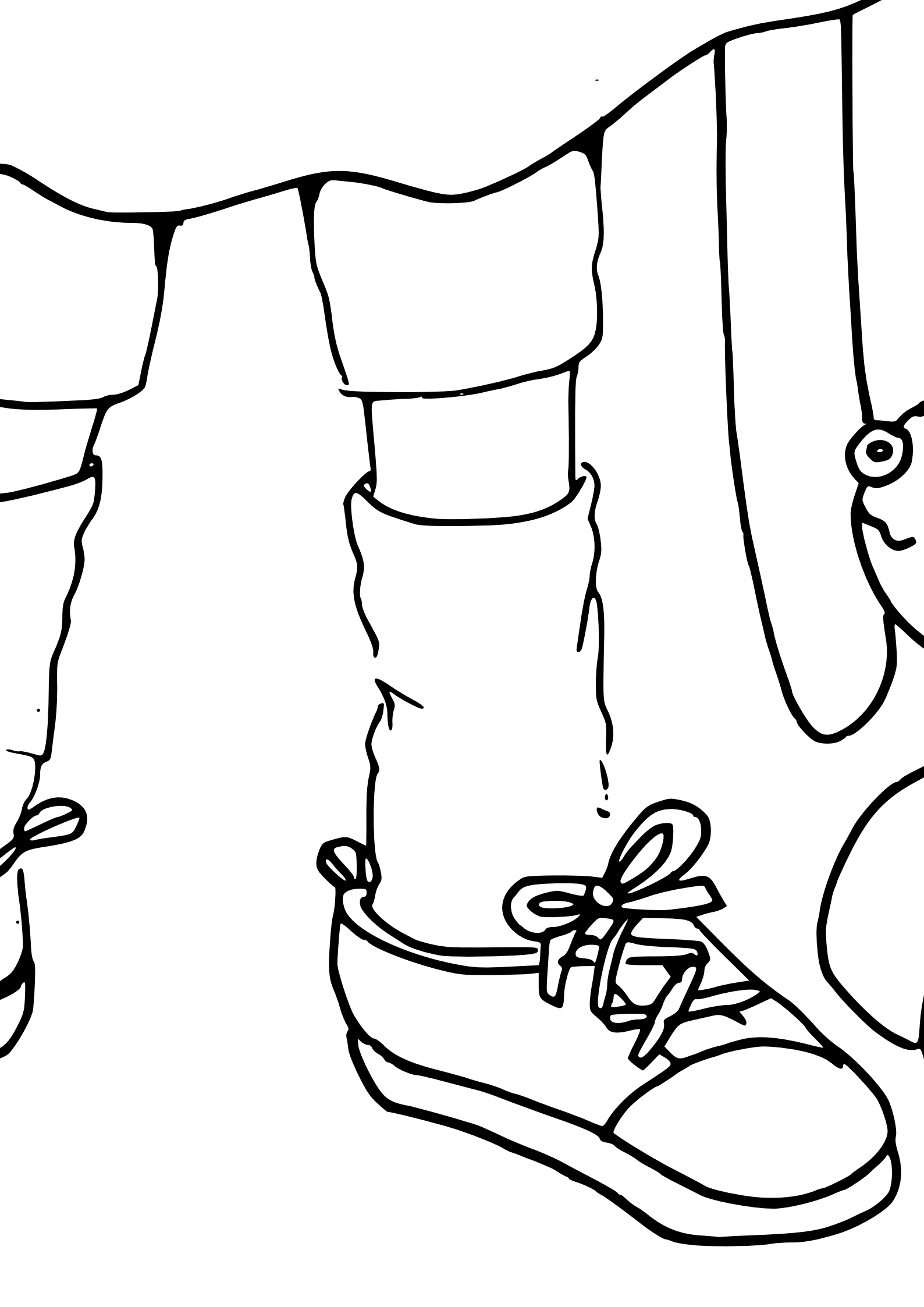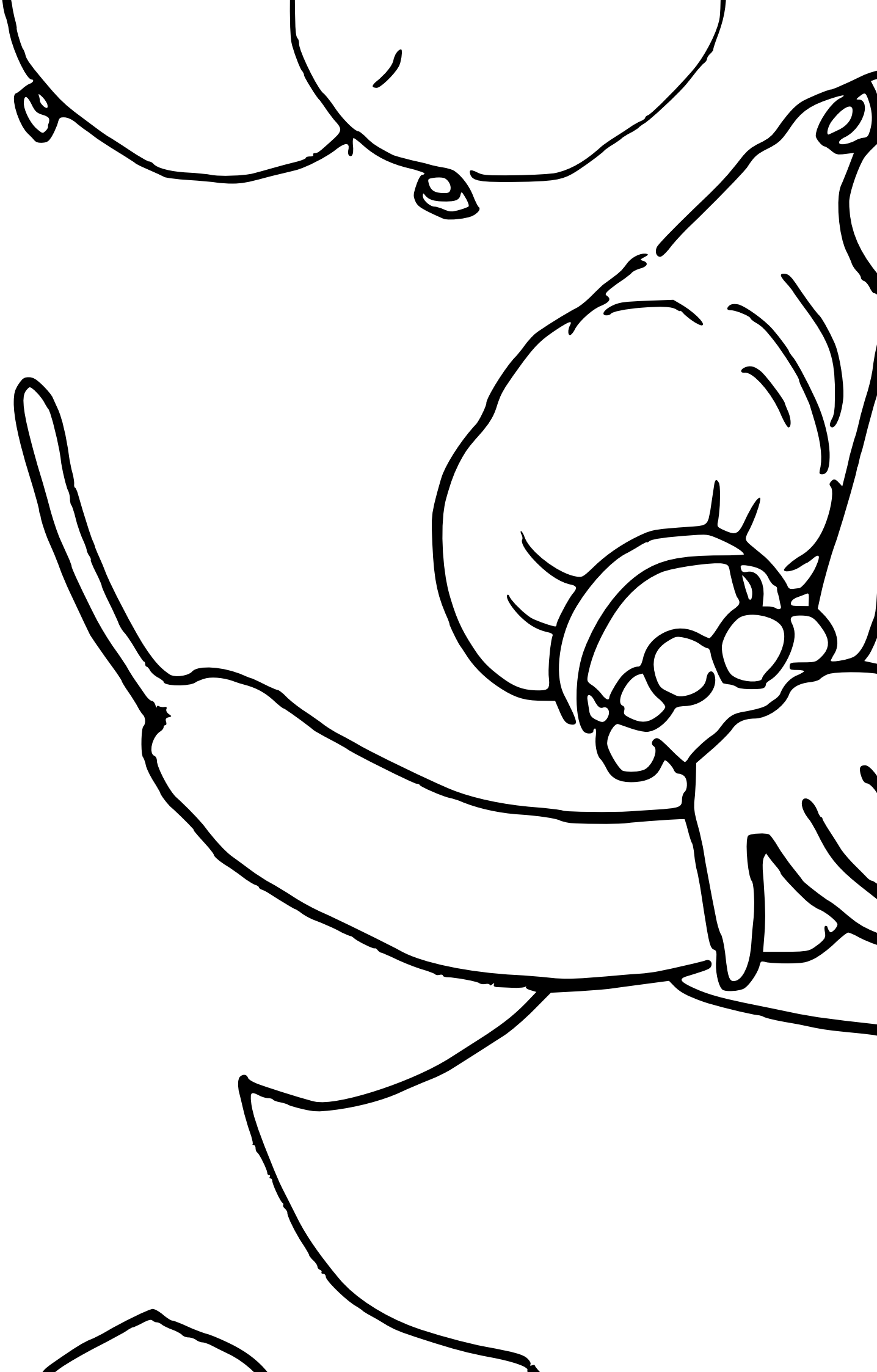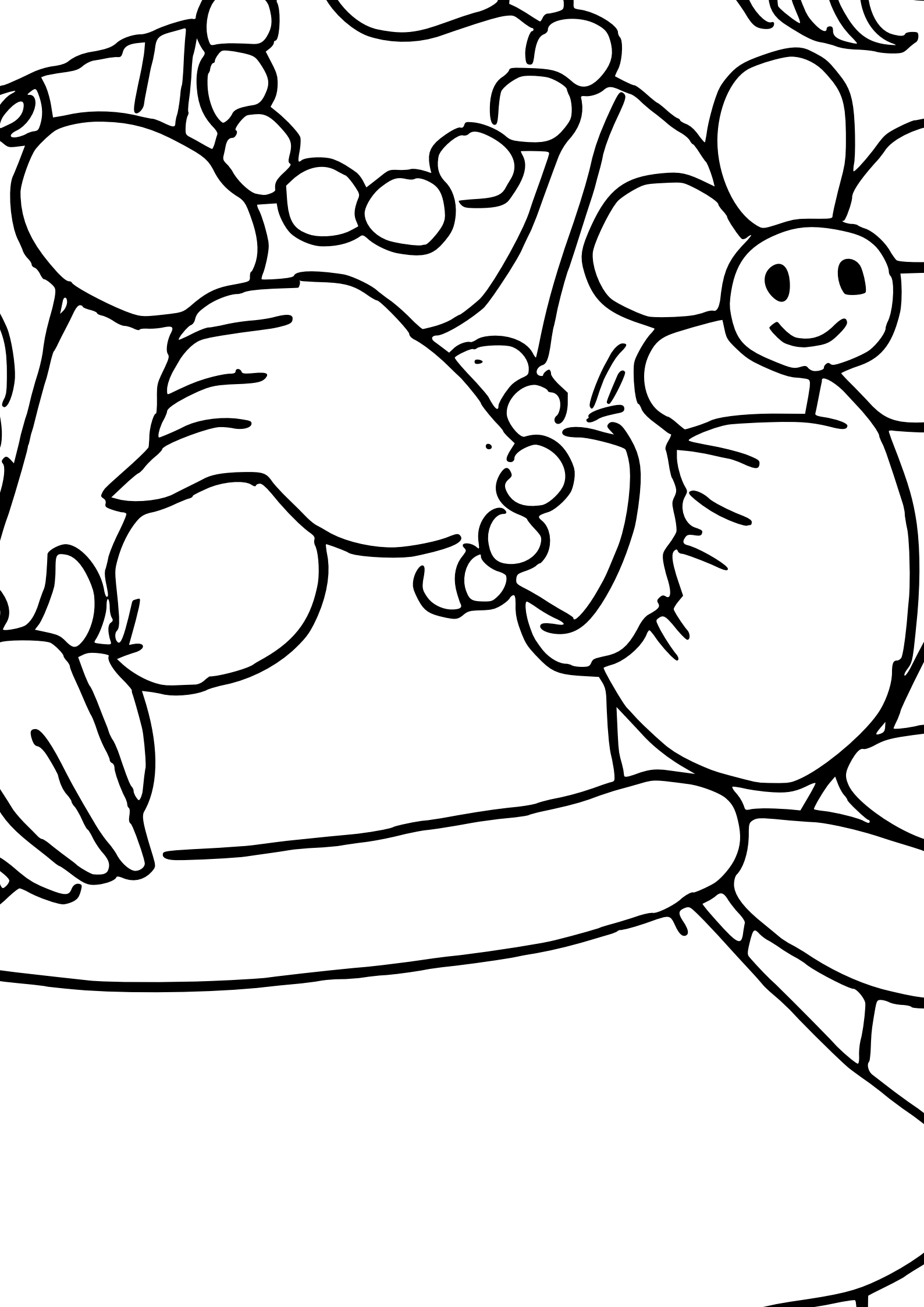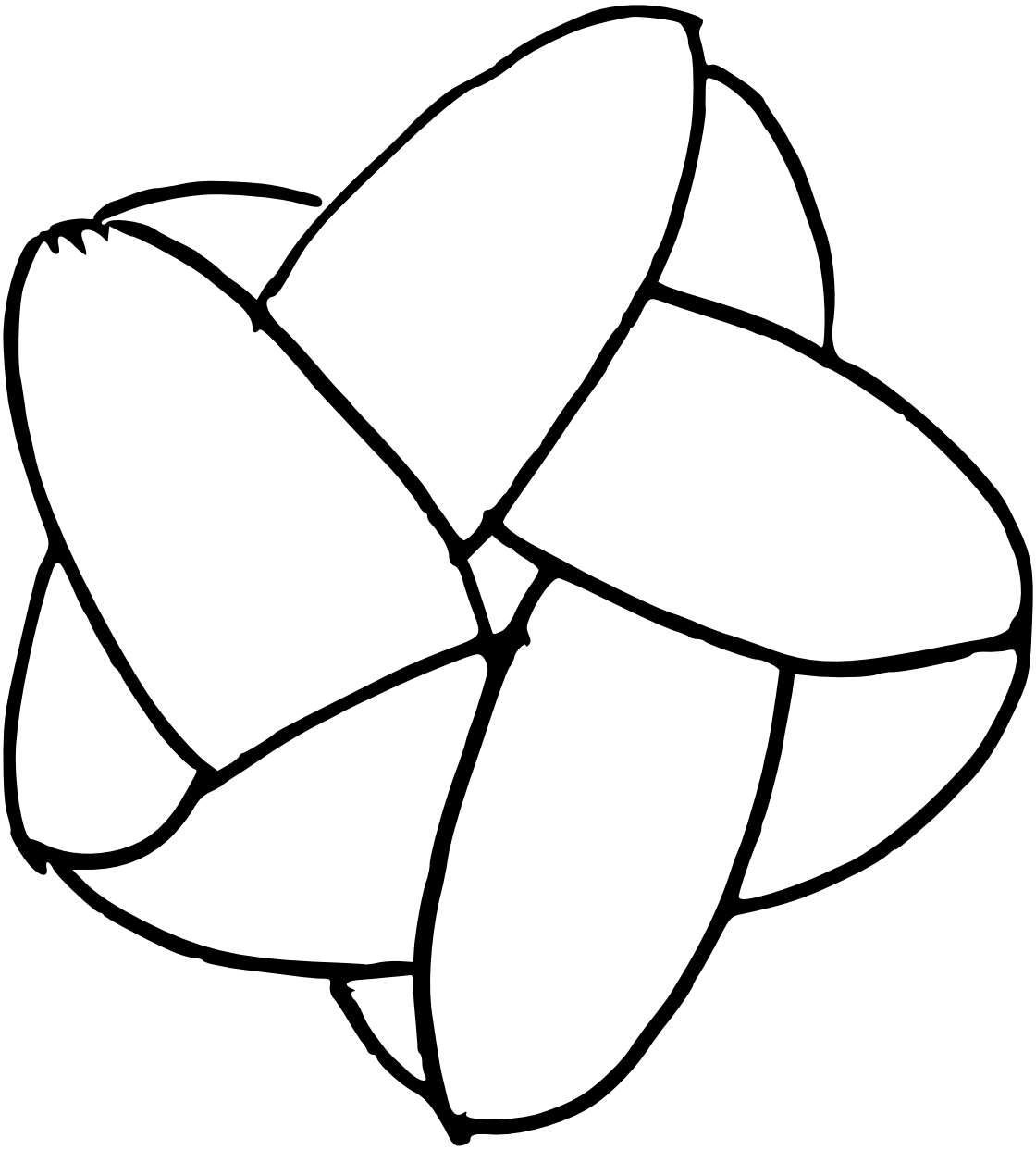ぴいち