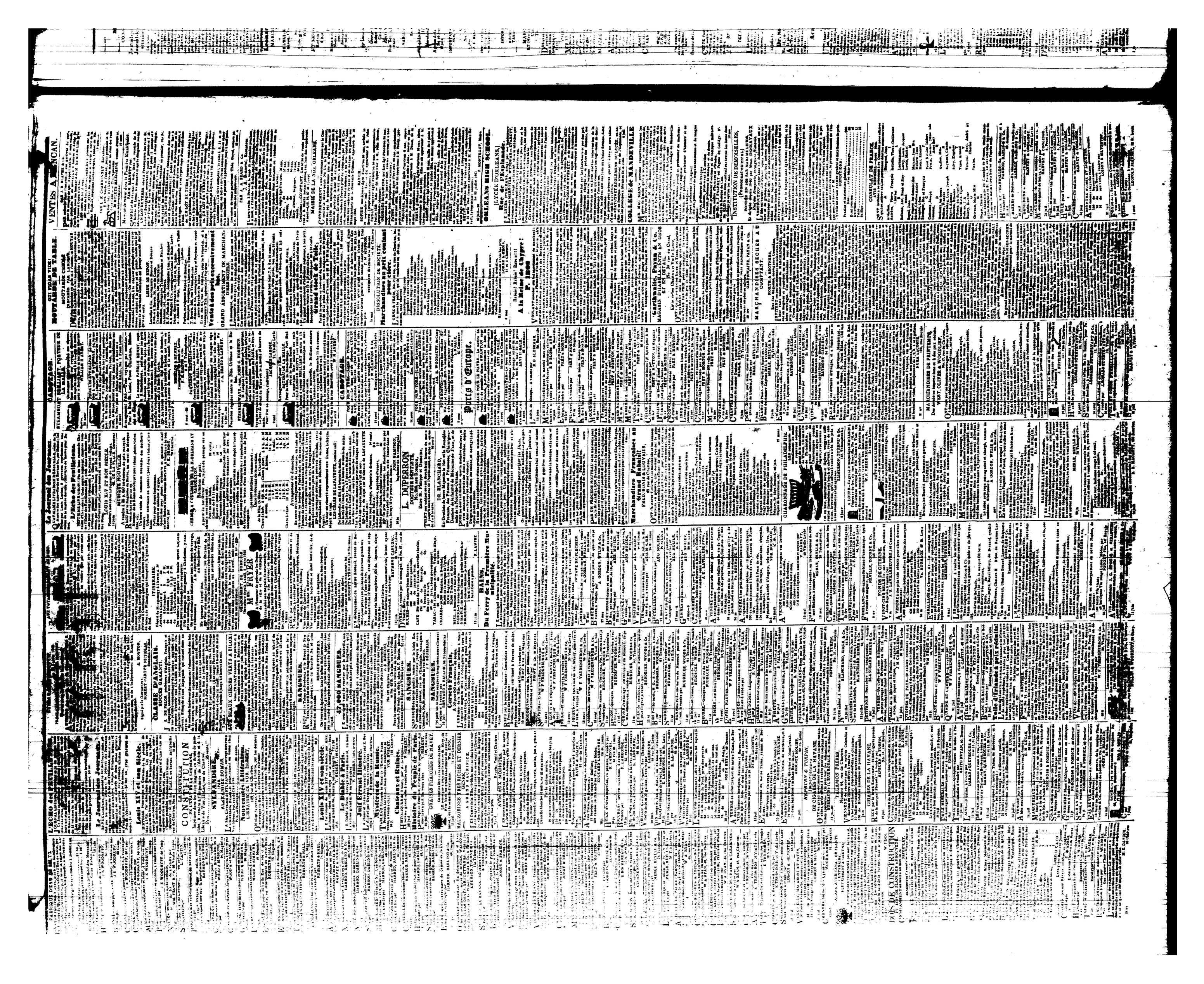L'ECHO de la PRESSE