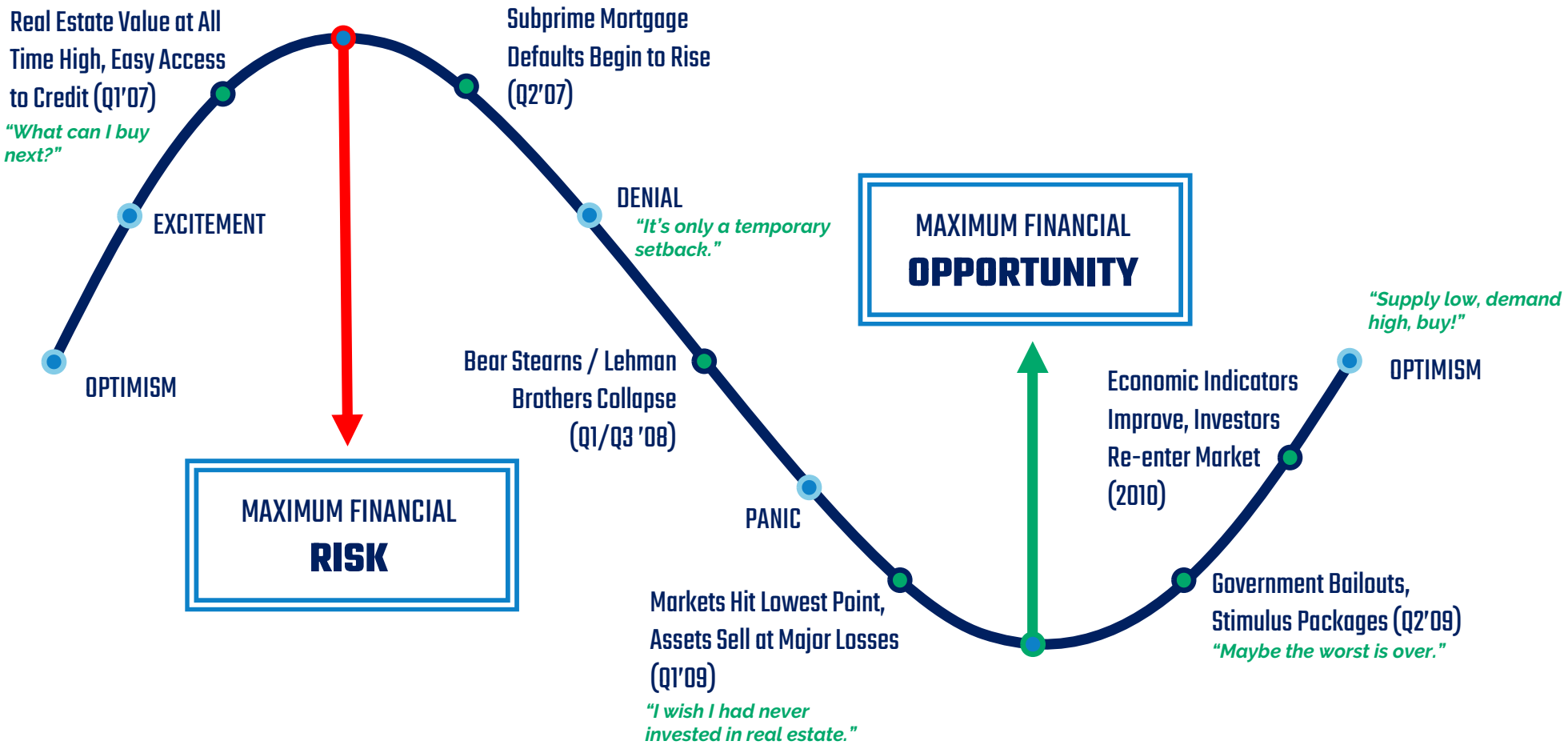Market Cycle ('07 – '10)