

Launch
Materials



PATCH CORD
INSTALLATION
MADE EZ



EZ Patch™

PATCH CORD DISPENSING SOLUTION

Introduction

To: Legrand Data Communications Sales Team, Marketing, Legrand Market Development Group, RSMs, NAMs, ESP, Training, Product Mgrs and Product Specialists

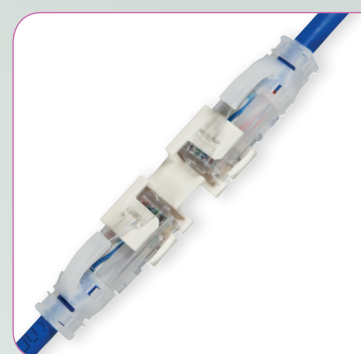
Re: EZ Patch Dispensing Box

As promised at the national sales meeting, we are introducing a true innovation to our industry that eliminates the time and waste associated with prepping and installing patch cords at the job site. Available in our most popular lengths and colors of the Clarity MC610, MC6 and MC5E patch cords, EZ Patch combines the performance of Clarity with a greener, more efficient and more organized approach to staging the installation of patch cords.

Key Features of EZ Patch:

- The EZ Patch combines an internal dispensing drum with an innovative clip that effectively attaches the cords together as a daisy chain. Cords are accessed through a perforated slot in the side of the box. The first cord is visible when the bottom flap is folded down and is available by releasing the tie wrap that secures that first cord end. Leaving the tie wrap in place allows top remaining cord to be secured between projects.
- Significantly reduces the amount of trash typically generated from the opening of bagged patch cords. There are no bags to open so there are no bags to pick up later and throw away. The corrugated cardboard boxes and internal reels are 100% recyclable. The clips are produced from recycled plastic compounds using reground, previously molded plastic.
- Reduces the time to access a cord. There are no bags to open, no tie wraps to undo on each cord. Simply pull out a cord and release it from the clip.
- Organizes the staging area for patch cords. No piles of each cord length, sometimes sliding, mixing or tangling together. Pull out each cord as needed and install.
- Reduces clean up with no bags to throw away. Partially used cartons can be stored and used for the next project.
- There are Clarity cords inside. As revolutionary as this dispensing approach is, it is further enhanced by the installed performance of Clarity cords and supported by the corresponding NetClear solutions and warranties.

This offering is designated with part numbers sporting the EZ prefix. These part numbers, descriptions and pricing are attached and include content descriptions, stating which MC cords are contained in the carton as well as the initial quantity.



RESOURCES:

All of the materials in this launch guide are available for download in Content on SFDC.

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EZ Patch™

PATCH CORD DISPENSING SOLUTION

Introduction

- Category 6 and Category 5e cords will be stocked in six lengths: 3ft, 5ft, 7ft, 9ft, 10ft and 15ft. These are currently in production.
- Category 6a cords will be stocked in five lengths: 3ft, 5ft, 7ft, 9ft and 15ft. Category 6a product availability will be announced at a future date.
- 3ft, 5ft, 7ft, 9ft are available in 5 colors; 10ft and 15ft are available in 3 colors.
- We have priced EZ Patch at the same per cord pricing as their individual MC counter parts.

EZ Patch brings a new ease and speed of installation along with a greener approach than traditional patch cord packaging. EZ Patch offers you a product that is very unique and easy to distinguish from the competition. We expect EZ Patch will offer us many new opportunities to include quality patch cords into projects and into contractor's discretionary business.

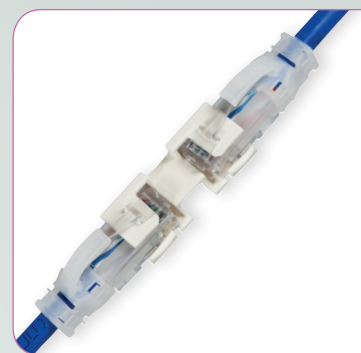
Product information, customer drawings, instructions sheets and product sheets are available on the Legrand.us website. Also see attached part number and pricing sheet. Parts are coming into stock and will soon be available to ship.

Each rep group will be automatically sent 1 EZ Patch box. It will contain 3' Clarity Category 6 cords. Once that box is depleted, any additional samples will have to be purchased using your sample budget. In addition, we suggest downloading and playing the EZ Patch video to demonstrate the product use. To watch our video and learn more about the EZ Patch solution, visit www.legrand.us/ezpatch.

Please feel free to contact me at 860.405.2904 or via email (gregg.lafontaine@legrand.us) with any questions.

Thank you!

Gregg



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EZ Patch™

PATCH CORD DISPENSING SOLUTION

Strategy & Objectives

OBJECTIVES

- Introduce a true innovation to our industry that eliminates the time and waste associated with prepping and installing patch cords at the job site
- Combine the performance of Clarity® with a greener, more efficient and more organized approach to staging the installation of patch cords
- Offer a product that is unique and easy to distinguish from the competition
- Provide new opportunities to include quality patch cords in projects and contractors' discretionary business
- Provide another reason to use and specify Clarity patch cords
- Support and enhance Legrand | Ortronics green initiatives and those of our customers
- Continue our pursuit of industry best solutions and reinforce our image as a quality/innovative manufacturer of premium performance cabling systems
- Provide value to the installer and, ultimately, the end user by supplying a premium product in a form that is easier and more efficient to use
- Inform end users, installers and consultants that this new offering is one of many supported by Clarity level of performance
- Provide information and collateral to highlight the features and benefits of this new box. Make available the "Ortronics EZ Patch" video either on YouTube or www.legrand.us/ezpatch
- We have priced EZ Patch the same per cord as the individual MC counter parts so pricing will not be an obstacle

NEXT STEPS

- Make installers, end-users and consultants aware of this new packaging option
- Reinforce that these cords can be used as part of NetClear solutions
- Reinforce Legrand | Ortronics commitment to features that have made us a leader, such as:
 - Ease of use and all levels of customer satisfaction
 - Time saving installation
 - Green supplier
 - Premium performance of Clarity 6A, Clarity 6 and Clarity 5E connectivity
- Visit distributor locations to ensure they are aware of this offering and provide them with the catalog numbers and pricing. This is scheduled to be part of the May CSS message

Don't hesitate to call me with any questions or for additional support.

STRATEGY

- Revisit customers to educate them about this truly innovative product that:
 - Reduces overall time to install by improving staging
 - Reduces errors associated with current staging practices
 - Reduces waste by eliminating individual bags and tie wraps

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PATCH CORD DISPENSING SOLUTION

Clarity 6A / Clarity 6 Part Numbers and Pricing

Clarity 6A MC610 cords

PART NO.	DESCRIPTION	CONTAINS PER CARTON	PRICE LIST "A"
EZC6A03Q50-06	EZ Patch Clarity 10G modular patch cord, 3', blue	50 pcs: OR-MC61003-06	\$447.50
EZC6A05Q50-05	EZ Patch Clarity 10G modular patch cord, 5', green	50 pcs: OR-MC61005-05	\$484.50
EZC6A05Q50-06	EZ Patch Clarity 10G modular patch cord, 5', blue	50 pcs: OR-MC61005-06	\$484.50
EZC6A07Q40-05	EZ Patch Clarity 10G modular patch cord, 7', green	40 pcs: OR-MC61007-05	\$521.50
EZC6A07Q40-06	EZ Patch Clarity 10G modular patch cord, 7', blue	40 pcs: OR-MC61007-06	\$521.50
EZC6A09Q30-05	EZ Patch Clarity 10G modular patch cord, 9', green	30 pcs: OR-MC61009-05	\$446.80
EZC6A09Q30-06	EZ Patch Clarity 10G modular patch cord, 9', blue	30 pcs: OR-MC61009-06	\$446.80
EZC6A15Q20-06	EZ Patch Clarity 10G modular patch cord, 15', blue	20 pcs: OR-MC610015-06	\$334.75

Clarity 6 MC6 Cords

EZC603Q50-04	EZ Patch Clarity 6 modular patch cord, 3', yellow	50 pcs: OR-MC603-04	\$252.00
EZC603Q50-05	EZ Patch Clarity 6 modular patch cord, 3', green	50 pcs: OR-MC603-05	\$252.00
EZC603Q50-06	EZ Patch Clarity 6 modular patch cord, 3', blue	50 pcs: OR-MC603-06	\$252.00
EZC603Q50-08	EZ Patch Clarity 6 modular patch cord, 3', gray	50 pcs: OR-MC603-08	\$252.00
EZC603Q50-09	EZ Patch Clarity 6 modular patch cord, 3', white	50 pcs: OR-MC603-09	\$252.00
EZC605Q50-04	EZ Patch Clarity 6 modular patch cord, 5', yellow	50 pcs: OR-MC605-04	\$293.00
EZC605Q50-05	EZ Patch Clarity 6 modular patch cord, 5', green	50 pcs: OR-MC605-05	\$293.00
EZC605Q50-06	EZ Patch Clarity 6 modular patch cord, 5', blue	50 pcs: OR-MC605-06	\$293.00
EZC605Q50-08	EZ Patch Clarity 6 modular patch cord, 5', gray	50 pcs: OR-MC605-08	\$293.00
EZC605Q50-09	EZ Patch Clarity 6 modular patch cord, 5', white	50 pcs: OR-MC603-08	\$293.00
EZC607Q50-04	EZ Patch Clarity 6 modular patch cord, 7', yellow	50 pcs: OR-MC607-04	\$334.00
EZC607Q50-05	EZ Patch Clarity 6 modular patch cord, 7', green	50 pcs: OR-MC607-05	\$334.00
EZC607Q50-06	EZ Patch Clarity 6 modular patch cord, 7', blue	50 pcs: OR-MC607-06	\$334.00
EZC607Q50-08	EZ Patch Clarity 6 modular patch cord, 7', gray	50 pcs: OR-MC607-08	\$334.00
EZC607Q50-09	EZ Patch Clarity 6 modular patch cord, 7', white	50 pcs: OR-MC607-08	\$334.00
EZC609Q40-04	EZ Patch Clarity 6 modular patch cord, 9', yellow	40 pcs: OR-MC609-04	\$300.80
EZC609Q40-05	EZ Patch Clarity 6 modular patch cord, 9', green	40 pcs: OR-MC609-05	\$300.80
EZC609Q40-06	EZ Patch Clarity 6 modular patch cord, 9', blue	40 pcs: OR-MC609-06	\$300.80
EZC609Q40-08	EZ Patch Clarity 6 modular patch cord, 9', gray	40 pcs: OR-MC609-08	\$300.80
EZC609Q40-09	EZ Patch Clarity 6 modular patch cord, 9', white	40 pcs: OR-MC609-09	\$300.80
EZC610Q40-04	EZ Patch Clarity 6 modular patch cord, 10', yellow	40 pcs: OR-MC610-04	\$317.20
EZC610Q40-05	EZ Patch Clarity 6 modular patch cord, 10', green	40 pcs: OR-MC610-05	\$317.20
EZC610Q40-06	EZ Patch Clarity 6 modular patch cord, 10', blue	40 pcs: OR-MC610-06	\$317.20
EZC615Q25-04	EZ Patch Clarity 6 modular patch cord, 15', yellow	25 pcs: OR-MC615-04	\$249.00
EZC615Q25-05	EZ Patch Clarity 6 modular patch cord, 15', green	25 pcs: OR-MC615-05	\$249.00
EZC615Q25-06	EZ Patch Clarity 6 modular patch cord, 15', blue	25 pcs: OR-MC615-06	\$249.00

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PATCH CORD DISPENSING SOLUTION

Clarity 5E Part Numbers and Pricing

Clarity 5E MC610 cords

PART NO.	DESCRIPTION	CONTAINS PER CARTON	PRICE LIST "A"
EZC5E03Q50-04	EZ Patch Clarity 5E modular patch cord, 3', yellow	50 pcs: OR-MC5E03-04	\$214.00
EZC5E03Q50-05	EZ Patch Clarity 5E modular patch cord, 3', green	50 pcs: OR-MC5E03-05	\$214.00
EZC5E03Q50-06	EZ Patch Clarity 5E modular patch cord, 3', blue	50 pcs: OR-MC5E03-06	\$214.00
EZC5E03Q50-08	EZ Patch Clarity 5E modular patch cord, 3', gray	50 pcs: OR-MC5E03-08	\$214.00
EZC5E03Q50-09	EZ Patch Clarity 5E modular patch cord, 3', white	50 pcs: OR-MC5E03-09	\$214.00
EZC5E05Q50-04	EZ Patch Clarity 5E modular patch cord, 5', yellow	50 pcs: OR-MC5E05-04	\$246.00
EZC5E05Q50-05	EZ Patch Clarity 5E modular patch cord, 5', green	50 pcs: OR-MC5E05-05	\$246.00
EZC5E05Q50-06	EZ Patch Clarity 5E modular patch cord, 5', blue	50 pcs: OR-MC5E05-06	\$246.00
EZC5E05Q50-08	EZ Patch Clarity 5E modular patch cord, 5', gray	50 pcs: OR-MC5E05-08	\$246.00
EZC5E05Q50-09	EZ Patch Clarity 5E modular patch cord, 5', white	50 pcs: OR-MC5E03-09	\$246.00
EZC5E07Q50-04	EZ Patch Clarity 5E modular patch cord, 7', yellow	50 pcs: OR-MC5E07-04	\$278.00
EZC5E07Q50-05	EZ Patch Clarity 5E modular patch cord, 7', green	50 pcs: OR-MC5E07-05	\$278.00
EZC5E07Q50-06	EZ Patch Clarity 5E modular patch cord, 7', blue	50 pcs: OR-MC5E07-06	\$278.00
EZC5E07Q50-08	EZ Patch Clarity 5E modular patch cord, 7', gray	50 pcs: OR-MC5E07-08	\$278.00
EZC5E07Q50-09	EZ Patch Clarity 5E modular patch cord, 7', white	50 pcs: OR-MC5E07-09	\$278.00
EZC5E09Q40-04	EZ Patch Clarity 5E modular patch cord, 9', yellow	40 pcs: OR-MC5E09-04	\$237.60
EZC5E09Q40-05	EZ Patch Clarity 5E modular patch cord, 9', green	40 pcs: OR-MC5E09-05	\$237.60
EZC5E09Q40-06	EZ Patch Clarity 5E modular patch cord, 9', blue	40 pcs: OR-MC5E09-06	\$237.60
EZC5E09Q40-08	EZ Patch Clarity 5E modular patch cord, 9', gray	40 pcs: OR-MC5E09-08	\$237.60
EZC5E09Q40-09	EZ Patch Clarity 5E modular patch cord, 9', white	40 pcs: OR-MC5E09-09	\$237.60
EZC5E10Q40-04	EZ Patch Clarity 5E modular patch cord, 10', yellow	40 pcs: OR-MC5E10-04	\$266.80
EZC5E10Q40-05	EZ Patch Clarity 5E modular patch cord, 10', green	40 pcs: OR-MC5E10-05	\$266.80
EZC5E10Q40-06	EZ Patch Clarity 5E modular patch cord, 10', blue	40 pcs: OR-MC5E10-06	\$266.80
EZC5E15Q25-04	EZ Patch Clarity 5E modular patch cord, 15', yellow	25 pcs: OR-MC5E15-04	\$203.00
EZC5E15Q25-05	EZ Patch Clarity 5E modular patch cord, 15', green	25 pcs: OR-MC5E15-05	\$203.00
EZC5E15Q25-06	EZ Patch Clarity 5E modular patch cord, 15', blue	25 pcs: OR-MC5E15-06	\$203.00

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PATCH CORD DISPENSING SOLUTION

Initial Stock Allocations

To: Legrand Data Communications Sales Team, Marketing, Legrand Market Development Group, RSMs, NAMs, ESP, Training, Product Mgrs and Product Specialists

Re: Initial stocking orders at distribution

To help jump start our stock position at distribution, the national account team has gone out and established inventory on a national basis at the Core 4. The following page lists our current position as of March 26th, 2012. As more orders come in, I will send out another communication.

If you need assistance getting local inventory at your channel partner, please give the following national account guys a call.

- **Accu-Tech**
Tony Siderewicz: 860-405-2802
- **Anixter**
Frank Colletto: 704-966-0795
- **CSC**
Jeff Crowley: 773-227-7393
- **Graybar**
Tom Miles: 913-422-3957

I will be publishing our policies regarding quotes and registration in a separate email in the next few weeks as the product becomes available.

Thank you and good selling!

Tony Siderewicz
VP Global Channels,
Data Communications Division
Legrand, North America

860.405.2802 / Fax 860.405.2980 / Cell 860.460.5955
tony.siderewicz@legrand.us



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PATCH CORD DISPENSING SOLUTION

Initial Stock Allocations

Accu-Tech

LOCATION AND BOX QUANTITY

PART NUMBER	Hanover, MD	Roswell, GA	Leneza, KS	Hayward, CA
EZC603Q50-06	4	4	4	4
EZC605Q50-06	10	10	10	10
EZC607Q50-06	15	15	15	15
EZC609Q40-06	10	10	10	10
EZC615Q25-06	8	8	8	8
EZC5E03Q50-06	4	4	4	4
EZC5E05Q50-06	2	2	2	2

Anixter

LOCATION AND BOX QUANTITY

PART NUMBER	Lewisville, TX	Suwanne, GA	Reno, NV	Cranbury, NJ	Alsip, IL
EZC603Q50-06	2	2	3	3	8
EZC605Q50-06	2	2	3	4	6
EZC607Q50-06	2	2	4	8	8
EZC609Q40-06	—	—	3	3	4
EZC610Q25-06	—	—	2	3	3
EZC615Q25-06	—	—	2	4	6
EZC603Q50-04	2	2	0	2	4
EZC605Q50-04	2	2	2	4	4
EZC607Q50-04	1	1	1	5	5
EZC609Q40-04	—	—	1	1	2
EZC610Q25-04	—	—	—	—	2
EZC615Q25-04	—	—	—	2	3
EZC603Q50-05	—	—	1	1	4
EZC605Q50-05	—	—	2	2	4
EZC607Q50-05	—	—	2	2	5
EZC609Q40-05	—	—	1	1	2
EZC610Q25-05	—	—	—	—	1
EZC615Q25-05	—	—	2	2	4
EZC603Q50-09	—	—	—	2	2
EZC605Q50-09	—	—	1	2	3
EZC607Q50-09	—	—	1	2	3
EZC609Q40-09	—	—	1	2	2
EZC603Q50-08	—	—	—	—	2
EZC605Q50-08	—	—	—	1	4
EZC607Q50-08	—	—	—	1	2
EZC609Q40-08	—	—	—	—	2

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PATCH CORD DISPENSING SOLUTION

Initial Stock Allocations

CSC

LOCATION AND BOX QUANTITY

PART NUMBER	Edison, NJ	Woburn, Ma	Gaithersburg, MD
EZC603Q50-06	2	2	2
EZC605Q50-06	5	5	5
EZC607Q50-06	5	5	5
EZC609Q40-06	5	5	5
EZC615Q25-06	2	2	2
EZC603Q50-04	2	2	2
EZC605Q50-04	2	2	2
EZC5E03Q50-06	2	2	2
EZC5E05Q50-06	2	2	2

Graybar

LOCATION AND BOX QUANTITY

PART NUMBER	Sterling, VA	Joliet, IL	Fresno, CA	Youngstown, OH
EZC603Q50-06	3	2	2	2
EZC605Q50-06	8	5	5	5
EZC607Q50-06	10	5	5	5
EZC609Q40-06	8	5	5	5
EZC615Q25-06	5	4	4	4
EZC603Q50-04	—	2	2	2
EZC605Q50-04	—	2	2	2
EZC607Q50-04	—	2	2	2
EZC609Q40-04	—	2	2	2
EZC615Q25-04	—	2	2	2
EZC5E03Q50-06	—	2	2	2
EZC5E05Q50-06	—	2	2	2
EZC5E03Q50-04	—	2	2	2
EZC5E05Q50-04	—	2	2	2

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EZ Patch™

PATCH CORD DISPENSING SOLUTION

EZ Patch Contest

To: Legrand Data Communications Sales Team, Marketing, Legrand Market Development Group, RSMs, NAMs, ESP, Training, Product Mgrs and Product Specialists

Re: EZ Patch Contest

To help generate buzz and additional sales for EZ Patch, we are excited to be implementing a two-tier contest, with a grand prize giveaway of a \$3,000 travel voucher!

The contest will start on April 19th and run for 6 months or until all the instant codes have been redeemed. Please note that instant codes will not be available until EZ Patch is in distribution (by May 1st). Distributor employees are not eligible to participate in this contest.

Tier One - Instant Win Game Card

The first 1,000 EZ Patch boxes will contain an instant win game card on the outside of the box. Each game card will contain a unique code (scratch off gray area in example below). To see if that code is an instant winner, the holder of the code will be instructed to go to www.EZPatchContest.com, register and then enter the code in the box provided (see website page below). **Instant win prizes are \$10, \$25 and \$50 gift cards.** Every code redemption is an entry into the Grand Prize Sweepstakes.

Below is an example of the instant win game card:



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PATCH CORD DISPENSING SOLUTION

EZ Patch Contest

Tier Two – Additional Entries into the Sweepstakes

Outside of the instant win game card, there are multiple ways to gain entries into the Grand Prize. To do so, each participant will need to register at www.EZPatchContest.com. Registration is one entry into the Sweepstakes. Additional entries can be obtained by:

- Watching the EZPatch video posted on the site
- Sharing the video with colleagues and friends
- Liking Legrand|Ortronics on Facebook
- Following Legrand|Ortronics on Twitter
- Sign-up for Legrand|Ortronics emails

Below is a snapshot of the EZPatch Contest web page once a participant has registered:



The Sweepstakes will be promoted via April's CI&M (advertisement), emails and social networking and our website. I encourage you to ReTweet us, and share our Facebook and LinkedIn entries regarding this promotion. Official rules will be posted at www.EZPatchContest.com and on our website at www.legrand.us/ezpatch.

Please do not hesitate to contact me if you have any questions regarding the promotion at (860) 405-2837 or via email (debbie.harris@legrand.us)

Happy Promoting!

Debbie Harris



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Supporting Resources

- EZ Patch datasheet
- Customer drawings
- Press release
- 2 YouTube videos
[Please subscribe to the LegrandNA YouTube channel to view the videos]
- 2 Advertisements

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PATCH CORD DISPENSING SOLUTION

Advertisements



Ortronics

EZ Patch Teaser Ad, March CI&M

INSTALLATION MADE EZ!

Will the insanity ever end? I'm having nightmares that I am drowning in patch cord bags, and the twist ties are holding me under!

Relax. You should try EZ Patch from Ortronics. It's magical. Just pull one cord after another, with zero mess and less waste. Why hasn't anyone thought of this before? It's a dream come true.

Problems managing your patch cord installation? Try the new Ortronics EZ Patch solution. Not familiar with it? The EZ Patch solution is a revolutionary, environmentally friendly way to dispense and manage patch cords for quick and easy installation. Engineered to save time, expense and a whole lot of frustration! Coming soon to a distributor near you. To learn more, visit www.legrand.us/ezpatch.

designed to be better.™

Ortronics

www.legrand.us/ortronics

RELAXATION MADE EZ!

Now, this is a *real* dream come true. Spend more time doing what you like most – by getting the job done sooner – with EZ Patch!

You could win a getaway from Legrand | Ortronics. For full contest details visit www.legrand.us/EZPatch.

designed to be better.™

Ortronics

www.legrand.us/ortronics

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EZ Patch™

PATCH CORD DISPENSING SOLUTION

Advertisements

EZ Patch Introductory Ad, April CI&M



INSTALLATION MADE EZ!

It's finally here! Efficient product packaging for patch cords!

EZ Patch is not just another box. It's a revolutionary, environmentally friendly way to dispense and manage patch cords for a quick and easy installation. Engineered to save time, expense and a whole lot of frustration, EZ Patch is unlike anything the industry has ever seen!


To learn more, visit www.legrand.us/ezpatch and contact your local distributor.

designed to be better.™



Ortronics

www.legrand.us/ortronics



RELAXATION MADE EZ!

Enter the **EZ PATCH! CONTEST**


You could win a **\$3,000 GETAWAY**

Plus, there's up to **\$2,500** in **INSTANT WIN** prizes!

Enjoy more time doing what you like most – by getting the job done sooner – with EZ Patch!

To learn more about the revolutionary EZ Patch solution and full contest details visit www.EZPatchcontest.com

designed to be better.™



Ortronics

www.legrand.us/ortronics

RESOURCES:

All of the materials in this launch guide are available for download in Content on SFDC.

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