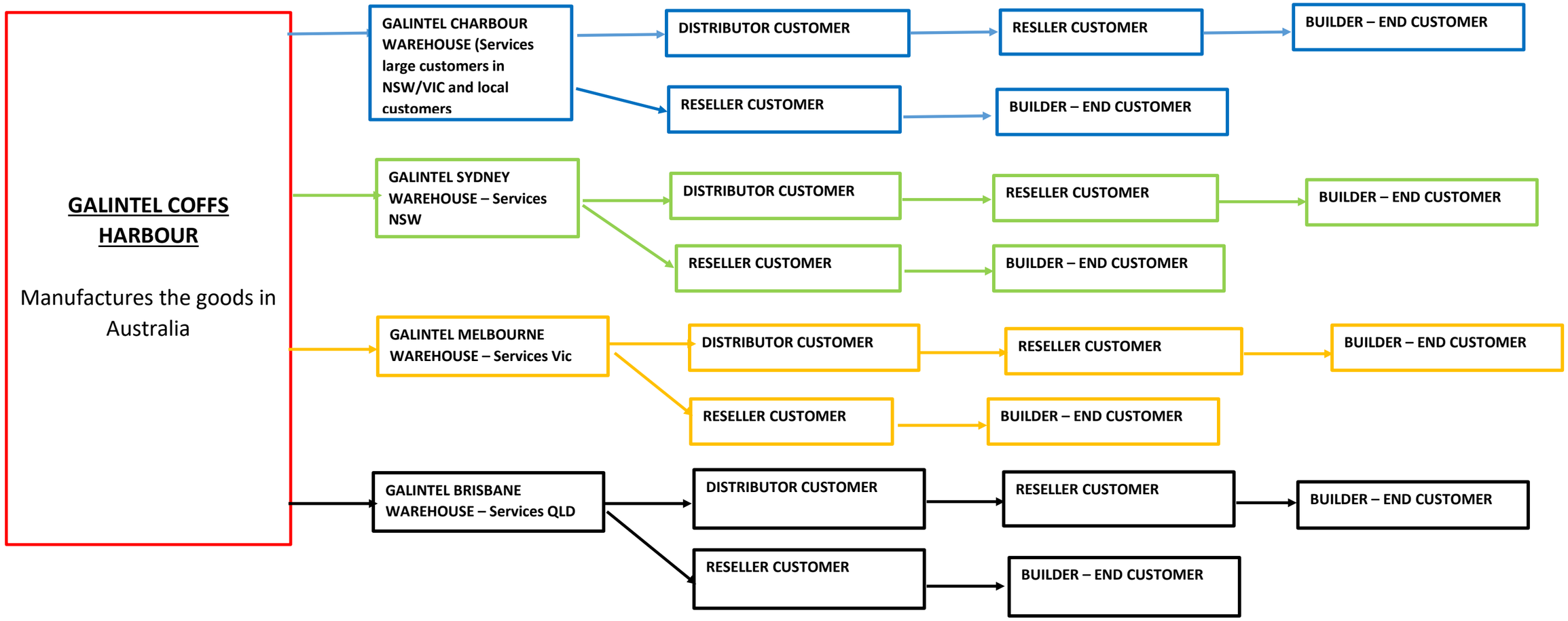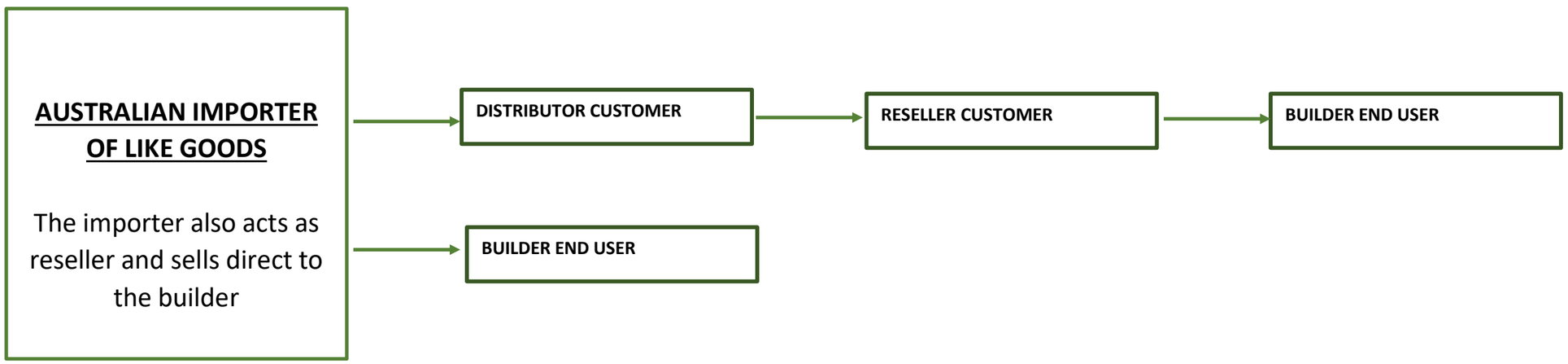PRODUCT DISTRIBUTION CHANNELS