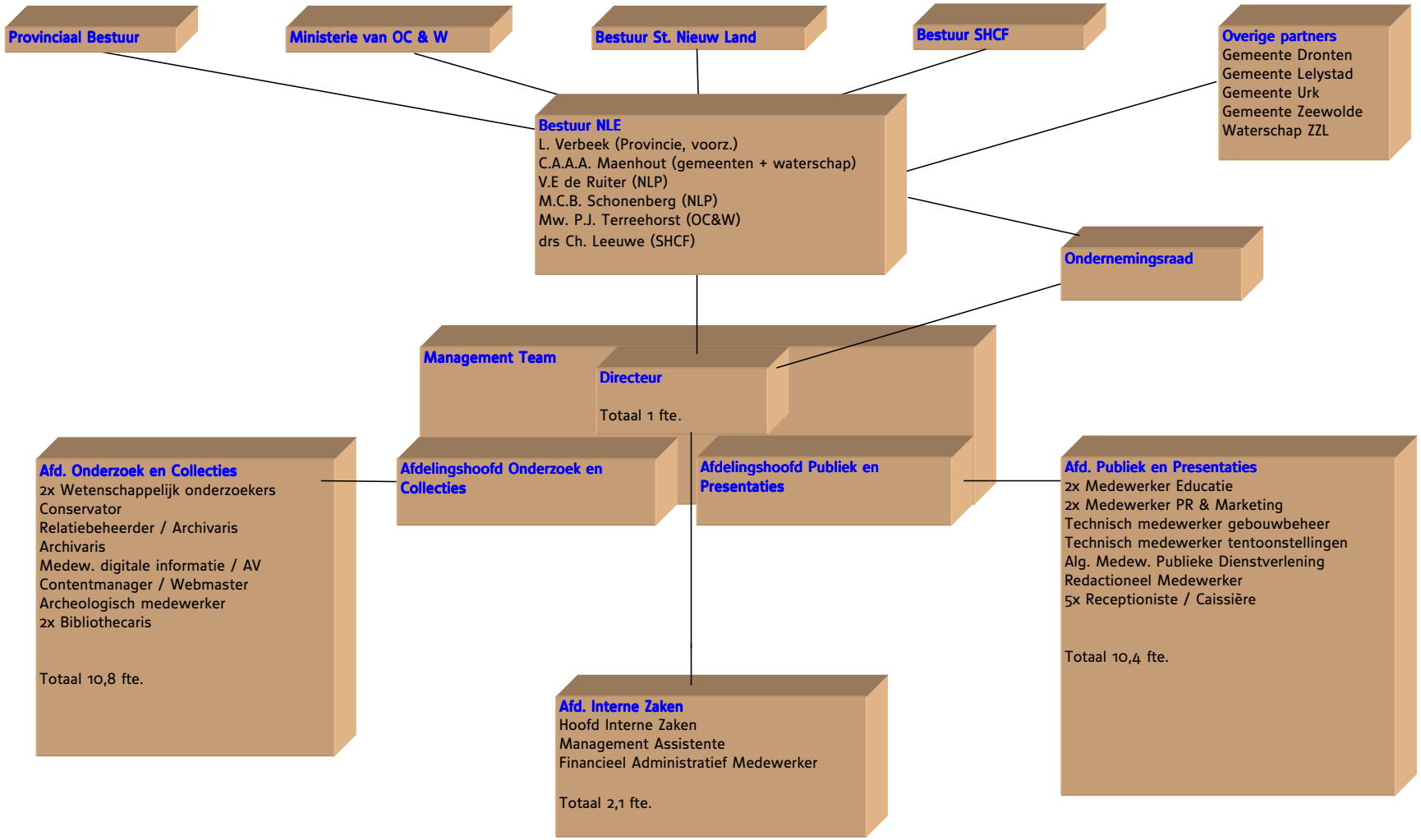ORGANOGRAM 2010