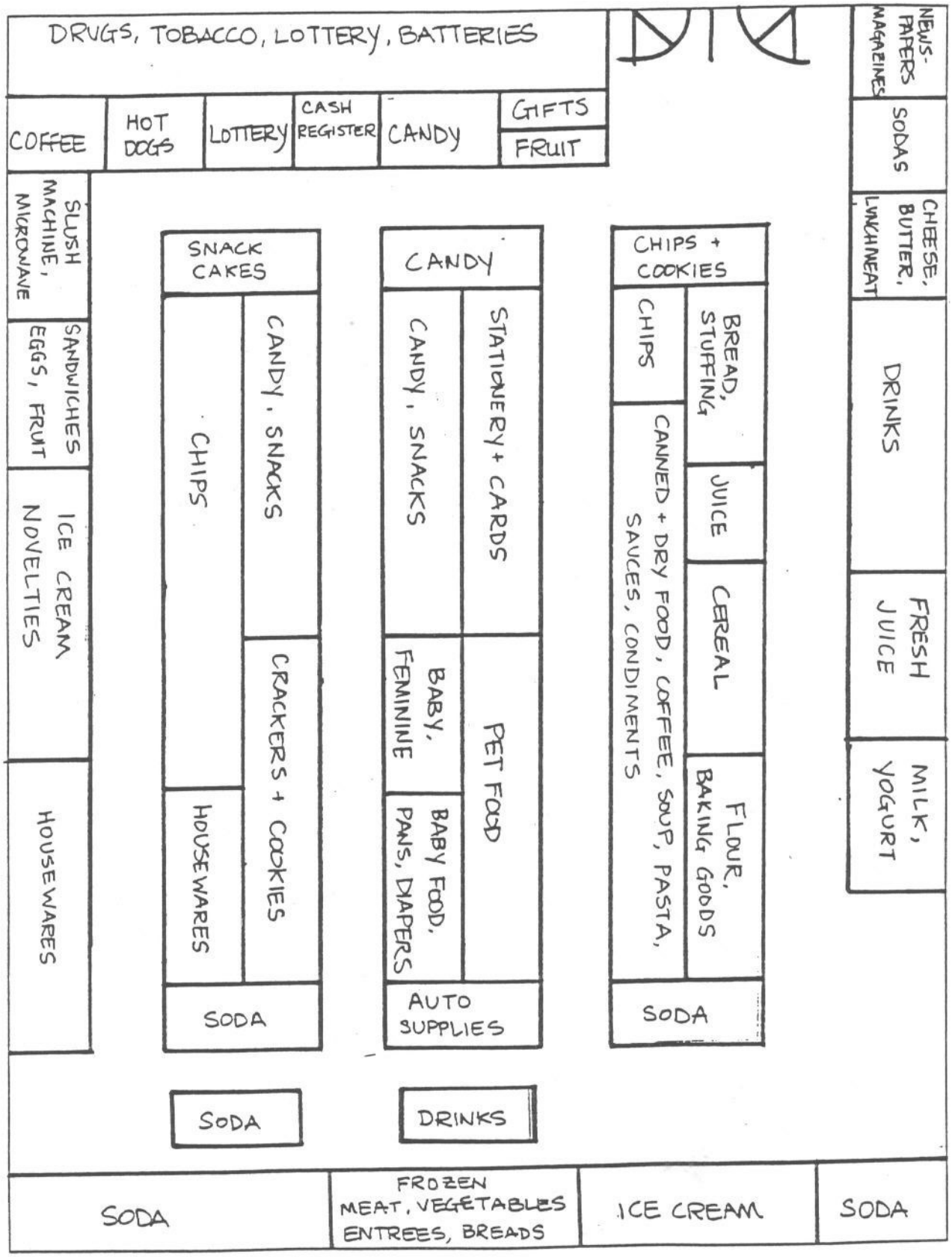Store Name: TRUE CONVENIENCE