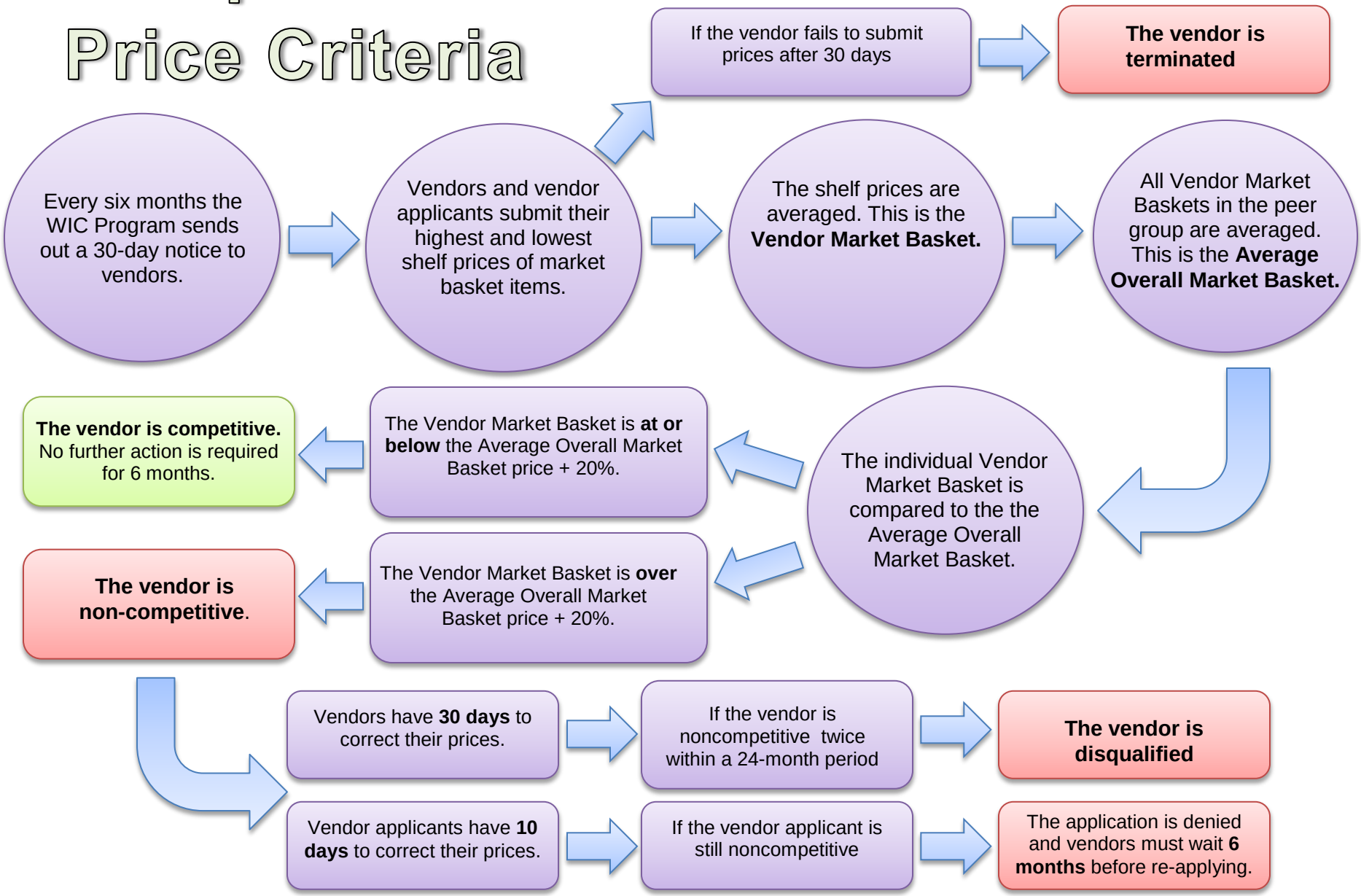Competitive Price Criteria