





Reopening Realities: Cautious Celebration & Planning for the Future

June 11, 2020

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Future
Webinar
Program
Suggestions:

As the industry moves forward with reopening and welcoming back its employees and customers, it is anticipant of a number of operational and logistical issues. TIG, RMC and GGB will be monitoring issues as they arise, and we will be developing future programs based upon timely issues that the industry is facing.

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To help facilitate efficiency and respect your time, all participants will be on mute during the duration of the event. If at any time you'd like to submit a question, you may type it in the "Questions" box on the right side of your screen and - should time permit - we will answer them at the end of today's presentation. Please note that today's presentation will be recorded. The recording will be shared with all attendees after the webinar has concluded. A copy of the recording will also be made available at www.casinowebinar.com.

Today's Moderator



Robert Russell
Gaming Analyst,
Regulatory Management
Counselors, PC

Robert Russell, Gaming Analyst, Regulatory Management Counselors, P.C., is a governmental and business consultant who focuses primarily on the casino gaming industry. Robert began working in the casino gaming industry in 1995 when the state of Michigan began to expand legal and regulated casino gaming in Detroit, and on tribal reservations across the state. In 2001, Robert was the founding member of the Detroit/Windsor Casino Management Association and he went on to manage the organization. Under his leadership that Association group grew its membership and provided educational training on the fundamentals of the gaming industry to over 2,000 employees working in the market-place. Following his successful management of the Association, Robert was tapped by the national gaming industry tradeshow, Global Gaming Expo, to serve on its advisory board beginning in 2002.

Robert's firm publishes a Daily Regulatory and Development Report which is received daily by over 3,000 key industry decision makers. In additional to this educational resource, throughout Robert's career he has authored several scholarly articles on topics ranging from casino licensing; responsible gaming; casino financing, sports wagering, and online gaming. Robert's firm also provides the regulatory and compliance resource which is available at www.gamingregulation.com.

Recently, Robert and his firm were retained by the State of Virginia to assemble a comprehensive regulatory and economic analysis related to issues the Commonwealth should consider with respect to the legalization of commercial casino gaming, online gaming, and sports wagering. Robert's expertise includes compliance management, casino supplier licensing, licensing transfers, addressing resolution of non-compliance matters, Internet trademark licensing agreements, issue management, association management, legislative monitoring, and lobbying. Robert lives in East Lansing, Michigan, and you can contact him at www.rmclegal.com.

Today's Speakers

Kathy George has been in the hospitality industry for over 28 years and joined FireKeepers Casino Hotel in January of 2012 and has been serving as CEO since May 2017. She is responsible for leading a team of over 1800 team members in providing superior service to all of our guests and employees while ensuring the Nottawaseppi Huron Band of the Potawatomi's goals for the property are exceeded. In addition to the FireKeepers Casino Hotel, she provides oversight to the Quality Inn next to the Casino, the FireHub and Greenhouse which are tribal entities located off casino property. She serves as the Tournament Director for the annual FireKeepers Casino Hotel Championship part of the Symetra Tour – Road to the LPGA with proceeds from the tournament going to local charities. Prior to joining FireKeepers Casino Hotel, Kathy worked for Wyndham Hotels and Hilton Hotels. She also served as General Manager for the Seneca Gaming Corporation in Niagara Falls, NY.



Kathy George Chief Executive Officer, FireKeepers Casino Hotel

Today's Speakers



Mark Birtha
President, Hard Rock
Hotel and Casino
Sacramento at Fire
Mountain

Mark Birtha is currently with Hard Rock International as President of the Hard Rock Hotel & Casino Sacramento at Fire Mountain. An executive with the iconic brand, Birtha is responsible for operations of Northern California's premier gaming, dining, and entertainment destination and its team members. In addition, he manages the relationship between the Enterprise Rancheria Tribe (owner) and the Seminole Tribe of Florida (partner and owner of Hard Rock International) as well as future expansion and development related to the 900-acre sports and entertainment zone the property sits on. Prior to this he was the President of the Hard Rock Rocksino Northfield Park, the #1 performing gaming property in Ohio. He led the property up to its acquisition by MGM Growth Properties for \$1 Billion in the summer of 2018. Before joining Hard Rock International, Birtha was Vice President and General Manager with Station Casinos, the leading provider of gaming and entertainment in the greater Las Vegas area, where they own and operate nine major hotel casino properties. Prior to Station Casinos, Birtha was President of Sol Casinos and the AVA Amphitheater in Tucson, AZ where he focused on the strategic vision for the organization and had general management responsibilities for the operations of Casino Del Sol, Casino of the Sun, and the 5,000 seat AVA Amphitheater. In addition, he oversaw the design, construction and operations of Casino Del Sol's \$130M 4 Star / 4 Diamond hotel resort expansion development.



Mark Birtha

President,
Hard Rock Hotel and Casino
Sacramento at Fire Mountain



HARD ROCK HOTEL & CASINO SACRAMENTO AT FIRE MOUNTAIN

Gaming in Crisis: The Path Back

June 11, 2020





SACRAMENTO AT FIRE MOUNTAIN



- Within 24 hours of the Governor of California's "Stay at Home" Executive Order, our property suspended operations at 5pm on Friday, March 20, 2020
- We had just opened our new Hotel Casino 5 months earlier on October 30, 2019
 - 1,587 slots and 57 table games
 - 169 room hotel, fitness center, pool
 - 7 dining establishments
 - 10k SF Conference Center
 - Northern California / Sacramento and Bay Area region
- Q1 2020 apprehension and changes in our region of Northern California
- Implementation of new protocols prior to the "Stay at Home"
- Approximately 2 months of temporarily ceased operations
- Restarted operations on May 20, 2020







- The Path Back: 4 Hard Rock Mottos
 - A **Safe and Sound** Plan Save the Planet
 - Guests All is One
 - Team Members Love All. Serve All
 - Community *Take Time to Be Kind*
 - Learnings





SAFE AND SOUND – HRI PROPRIETARY SAFETY AND SANITATION PLAN



- Mission Statement: "Nothing is more critical to us than the health and safety of our guests and team members"
- 148 page plan developed by our corporate office with assistance from health experts from around the world, the CDC, Ecolab and state and local officials in each jurisdiction we reside in
 - New set of protocols related to each and every area of our property
 - What do you open, what stays closed?
 - From entertainment to buffets and much more
 - Occupancy Plan
 - Media and Messaging program (Communications)
 - Team member engagement and return to duty
 - Staffing plans in the 'new normal'
 - Deep clean of the entire property before reopening operations
 - Opportunity to retool our business and revenue centers
 - Sponsorship and Partnerships
 - And so much more....!





A MESSAGE FROM OUR PRESIDENT

To our valued guests:

Times have changed. Understatement of the century, right?

All of us at Hard Rock Hotel & Casino Sacramento at Fire Mountain understand that the "new normal" brings with it new responsibilities for a business such as ours, as health and safety have been at the forefront of the conversation like never before.

We're taking the precautions necessary to protect the health and well-being of our guests and team members, with guidance and input from the Centers for Disease Control (CDC), the California Governor's Office and Tribal Advisor, Yuba Sutter Health District, and Hard Rock International.

We want you to feel peace of mind when you visit us. That peace of mind starts with communication

- so I wanted to share with you detailed information about what we're doing to prioritize the safety of everyone who walks through our doors.

Thank you for your continued support and loyalty during these unprecedented times. We're looking forward to seeing you again. Until then, take care.

ALL IS ONE!

Mark Birtha

President | Hard Rock Hotel & Casino Sacramento at Fire Mountain



WHEN YOU ARRIVE

- Upon arrival at Hard Rock Hotel & Casino, guests will be directed to an entry queue, with appropriate social distancing requirements indicated by markers on the ground and stanchion barriers.
- Security will greet guests and perform a non-invasive temperature check with an infrared thermometer.
- Guests presenting a temperature over 100.4°F will be directed to undergo a secondary screening in a private office area. Entry will not be permitted to guests who present a temperature over 100.4°F at the secondary screening.
- Guests are required to wear masks to enter the property and put them on after entering the first set of doors and not before. For those who do not have them, they will be available for sale/upon approved request. Guests will be encouraged to utilize the hand sanitizer station at entry.
- Our guests' health and safety is our top concern: If at any time a guest may require medical assistance, report potential symptoms, or need additional resources, they may contact our security team while on property or refer to our website for further information. Our security teams will direct as appropriate up to and including contacting the Yuba Sutter Health District for guidance.
- Guests leaving the property may use separate designated exiting doors at the Main Casino Porte Cochere or other specific exits. A team member will assist with opening and closing the doors as needed.



FOR HOTEL GUESTS

- Hotel guests will have their temperature checked upon arrival in the same manner as casino guests and will be required to wear masks similar to casino guests.
- Each guest will be updated on hotel protocols during check-in and provided a COVID-19 awareness card.
- All reusable collateral will be removed from rooms; critical information will be placed on single use collateral and/or electronically posted (in coordination with In Room Dining).

- Disposable collateral in rooms will be disposed and changed after each guest departure.
- Extra pillows and blankets stored in the guest room closets will be removed and available upon guest request.
- Tissue will be placed in the room sealed and discarded if opened.
 If unopen, tissue box should be sanitized and left for the next guest.
- In Room Dining will be contactless.
 Orders will be left outside the door
 for guest retrieval. Floor vending and
 ice machines will currently be
 unavailable. Requests should be
 processed through In Room Dining.
- A maximum of four guests will be permitted in hotel elevators.





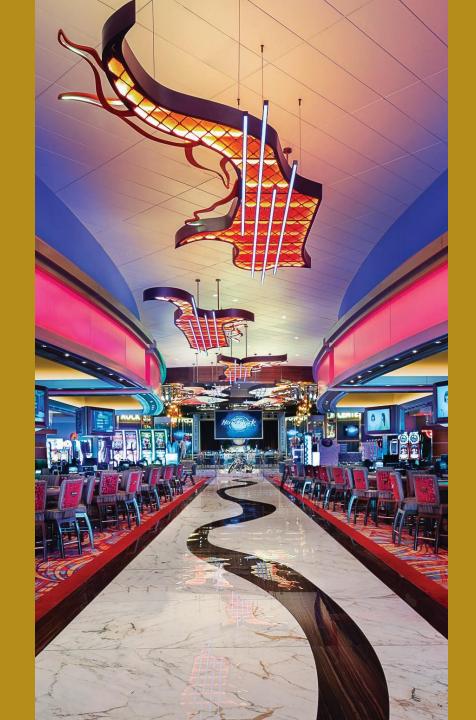
ENHANCED CLEANING PROCEDURES

- Hard Rock International is proud to announce the development of our "Clean Teams": these are specifically designated individuals that have been trained in the enhanced cleaning procedures and highly focused on executing these initiatives daily throughout the property. They will be visible in appropriate Clean Team uniforms while on property.
- Our properties use cleaning products and protocols which meet EPA

- guidelines and are approved for use and effective against viruses, bacteria and other airborne and bloodborne pathogens. We are working with our vendors, distribution partners and suppliers to ensure an uninterrupted supply of these cleaning supplies and the necessary PPE.
- The frequency of cleaning and sanitizing has been increased in all public spaces with an emphasis on frequent contact surfaces

- including, but not limited to: front desk check-in counters, Wild Card Services desks, bell desks, elevators and elevator buttons, door handles, public bathrooms, room keys and locks, ATMs/Kiosks, stair handrails, casino cage counters, gaming machines, gaming tables, Body Rock gym equipment, dining surfaces and seating areas.
- Swimming pool surfaces will be treated with an anti-viral/antibacterial agent daily.

- The frequency of air filter replacement and HVAC system cleaning will be monitored for efficiency. Procedures are in place to replace and clean on a 30-day PM schedule.
- Industry leading cleaning and sanitizing protocols are used to clean guest rooms, with particular attention paid to high-touch items including television remote controls, toilet seats and handles, door and furniture handles, water faucet handles, nightstands, telephones, in- room control panels, light switches, temperature control panels, alarm clocks, luggage racks and flooring. Rooms are deep cleaned upon each guest departure. All surfaces are wiped with sanitizer and bathroom areas are directly addressed to meet sanitation protocols.
- All bed linen and laundry will be changed daily and continue to be washed at a high temperature and in accordance with CDC guidelines. Dirty linen will be bagged in the guest room to eliminate excess contact while being transported to the laundry facility. Pillow Protectors will be initiated in each room.
- If a guest is confirmed to have COVID-19, the guest's room will be removed from service, quarantined, and thoroughly cleaned and sanitized by a licensed third-party expert. The room will not be returned to service until it has been deemed safe and YSHD approval, if necessary, has been provided.



PHYSICAL DISTANCING AND SERVICE PROCEDURES

- Guests are encouraged to maintain appropriate physical social distancing while in queues, on elevators, or while moving around the property.
- Proper physical distancing will be indicated by signage, queue barriers, floor markings, and team member instruction.
- Restaurants and bars will operate at reduced seating capacity to allow for appropriate physical social distancing between groups/parties. Reduced bar stool count will be implemented to provide appropriate social distancing. Bar top games will be cleaned after each use.
- Host podiums, dining tables and specific service equipment will be sanitized regularly or after each use. Condiments will be served in single use containers and/or upon request. Check presenters, votives and pens and

- other reusable guest contact items to be either sanitized or discarded after each use. Menus will be single use, disposable, and/or sanitized after each use. All straws will be wrapped and provided directly from server/attendant. Cloth napkin service is suspended until further notice.
- Slot machines will be turned off and/ or reconfigured to allow for appropriate physical distancing separation between guests. In some cases, this may be achieved through installed plexiglass shields between games. Chairs will be removed from games that are turned off.
- It is highly recommended that slot guests sign up for our Self Pay Jackpot program allowing for immediate jackpot payout and reducing interactions between guests and team members whenever possible.

- For table games, a maximum of four guests will be permitted at each Big Baccarat or Roulette table. A maximum of three guests will be permitted on each side of a Craps table. At all other table games, a maximum of three guests will be seated. In some cases, this separation may be achieved through installed plexiglass shields between games. Chairs will be removed from games that have spots unavailable.
- At the Rock Shop, occupancy limits will be enforced to allow for physical distancing.
- All table games guests will be required to sanitize their hands upon entering or reentering into a game. All dealers will be required to sanitize their hands when entering or exiting a game. Both dealers and guests will be required to sanitize their hands after completing cash transaction.





- Pool seating and cabana configuration will be modified to allow for appropriate social distancing requirements between groups.
 One party per cabana. Chairs will be sanitized after each guest use is complete. All cabanas will be deep cleaned and sanitized upon completion of each use.
- All resort outlets will comply with local or state mandated occupancy limits.
- Plexiglass shields will be installed in front of house guest interaction locations including: Wild Card Services, hostess stands, front desk windows, cage windows and registration desks.

- ATM's/Bill Breakers/Kiosks at Cash
 Centers will be turned off in order to
 ensure required social distancing
 between units and/or relocated on the
 property for appropriate separation.
- All public restrooms will ensure required social distancing and will have team member attendants stationed in facilities for guidance. Restrooms will be sanitized and cleaned on a regular schedule and deep cleaned daily.
- Meeting and banquet set-up arrangements will allow for appropriate physical distancing requirements

- between guests in all meetings and events based on CDC and state recommendations. Depending on the size of the group, if setup doesn't allow for adequate spacing then the event will not be hosted during this safety period. Self-serve buffet style food service will be suspended and replaced by alternative service styles.
- Large group entertainment programming has been suspended until further notice. Body Rock and Valet may be temporarily unavailable or appropriate social distancing requirements and cleaning protocols will be implemented.



HAND SANITIZER

- Guests are encouraged to utilize hand sanitizer dispensers upon entry.
- Each exit will have a hand sanitizer dispenser for guest use upon departure.
- Sanitizer dispensers will be available in key locations throughout the casino floor, as well as restaurant entrances, elevator landings, pools, exercise areas, and meeting/ convention areas.
- Moist towelettes are available at the Casino Cages.
- Hand sanitizer will be made available to team members throughout the back of house.
- Each guest room offers individually wrapped hand soap.

TEAM MEMBER RESPONSIBILITIES

- Team members will be subject to a non-invasive temperature check upon entry. Those confirmed to have a temperature over 100.4°F will not be permitted to enter the property.
- Team members are required to wash their hands or use hand sanitizer upon clocking in, entering the gaming floor, and every 60 minutes, as well as after actions such as eating, cleaning, or touching their face.
- All team members will receive enhanced training on COVID-19 safety and sanitation protocols, with more comprehensive training for our teams with frequent guest contact including Housekeeping, Food & Beverage, Public Area Department, Hotel Operations, and Security.
- Appropriate personal protective equipment (PPE) will be worn by all team members. Each team member will be provided a mask as part of their uniform and required to wear it while on property. In addition, employees are required to wear disposable gloves while performing their work functions in specifically designated front of house positions (as determined by medical experts).

- We will continue to ensure that team members always wear clean uniforms. All uniforms must be washed at temperatures above 60°C/140°F or higher; a laundry sanitizing agent will be used if the fabrics cannot be washed at high temperatures.
- Name tags and keycards will be sanitized throughout shifts.
- Updates will be communicated to all team members daily as appropriate at the beginning of each shift.
- All vendors on property or making deliveries will be informed of new safety and health protocols, required to do temperature checks, and required to use appropriate social distancing requirements and PPE as needed while on property or interacting with team members.













FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE ATHARDROCKHOTELSACRAMENTO.COM

PLAYINGIT SAFE

THE FOLLOWING PRECAUTIONARY MEASURES HAVE BEEN PUT IN PLACE





SAFE + SOUND CLEAN TEAM IS ONSITE



MANDATORY MASKS



PRACTICE SOCIAL DISTANCING



ATMOSAIR™ PURIFICATION SYSTEM



HAND SANITIZING STATIONS THROUGHOUT









ALL SLOT MACHINES ARE ROUTINELY SANITIZED BY OUR SAFE + SOUND CLEAN TEAM

CLEAN TEAM IS AVAILABLE UPON REQUEST





- Reopening Nuances
 - PPE / Sanitizers / Supplies
 - Supply pipeline
 - Coordinate purchasing
 - Coordinated inventorying and disbursement
 - Systems, games and reporting
 - WWTP
 - Signage and Advertising
 - Media and Communications











- Guests All is One
 - Anticipate Pent Up Demand in most marketplaces
 - Local vs. Regional vs. Destination
 - Economy and markets rebounding
 - Line queues and distancing markers
 - Temp screenings
 - Entry signage
 - Building occupancies with reduced seating and multiple business venues
 - Occupancy counting systems and updates every 15 minutes
 - Reducing doors for entry/exit and to maximize thermal screening
 - 99% of guests understand, comply and appreciate the efforts being put in place
 - Make sure to have communications pre, post and prior
 - There is NEVER enough signage and sanitation stations
 - Compliance is required but have to work with both guests and team members for consistency and understanding
 - Depending on location having local police support is not a bad idea for traffic control and overall visibility





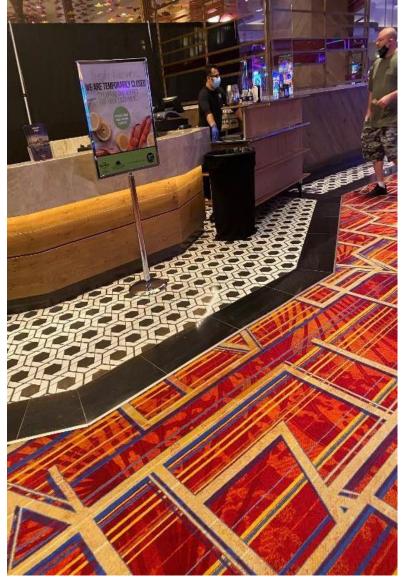
- Guests All is One
 - Programming
 - Promotions, no promotions, which promotions?!
 - If you can plan a VIP event in advance of public opening it achieves 2 objectives:
 - Bring in your best players for first chance to return / much appreciated
 - "Test Run" of programs and protocols
 - Fixed vs. variable cost programming in a new normal environment
 - What is not available: Buffet, valet, pool and fitness center
 - Using ballrooms for operations due to social distancing/queue lines
 - Wild Card Club, Team Member cafeteria, seat storage, offices
 - Guest feedback program
 - Be ready with ears, hands and feet
 - You Sang, We Listened







- Team Members Love All. Serve All
 - "Its been a long time since they rocked and rolled..."
 - Continued engagement during a closure and after reopening
 - Some people are just not ready or able
 - Allure of unemployment
 - Multiple revenue / staffing models
 - We are all in this together
 - Training a 'new normal'
 - The Clean Team
 - Protocols take a bit longer to get things done
 - Break down floor into zones and own them for cleaning, beverage and slot/TG performance
 - Senior leaders on the floor







- Team Members Love All. Serve All.
 - Thank you
 - Appreciation for returning team members is paramount
 - Uncharted territory, work and volumes
 - Respect schedules
 - Using managers and hourlies in areas outside of their initial assigned area
 - Be in the Trenches
 - Employee Spotlights and Special Thank You's
 - \$200k for grocery gift cards. We provided \$100 grocery gift cards to many of our team members who have been hit hardest by this crisis









- Community Take Time to Be Kind
 - Local County Health Department
 - The Enterprise Rancheria leadership and our management have been in constant contact with the Governor's office, the California Tribal Gaming Association, the NIGC and Yuba Sutter health officials for guidance and support.
 - Support of local business vendors, hiring, and best practice training
 - NorCal Consortium of Gaming Leaders
 - Team Effort of Leadership from Thunder Valley, Red Hawk, Cache Creek, Graton, Colusa, Rolling Hills, Jackson Rancheria, Harrah's Ione, Black Oak







- Community Take Time to Be Kind
 - Thank you
 - Combined Philanthropic efforts of Hard Rock International, Hard Rock Hotel & Casino Sacramento at Fire Mountain, and the Enterprise Rancheria Tribe:
 - \$100k PPE (Personal Protective Gear from our owners, the Enterprise Rancheria Tribe) to Local Hospitals
 - \$12k Perishable foods were donated when we closed
 - \$100k Tribal food donation to elders and community members
 - \$25k donation to the American Red Cross
 - In addition, Hard Rock International Donated:
 - \$250,000 for Red Cross
 - \$75,000 for WHY HUNGER
 - 350,000 bars of Soap to "Clean the World"
 - \$250,000 in grants to 50 of our communities







- Uncharted waters bring new challenges and opportunities
- Nobody has done this before so there is no wrong question or answer
- Learn from mistakes
- Goal to be proactive more than reactive, but be prepared
- The plan today will change tomorrow
- Leadership and Ownership aligned
- The worst of times often brings out the best in people

THANK YOU!







Kathy George
Chief Executive Officer,
FireKeepers Casino Hotel



Reopening Realities: Cautious Celebration & Planning for the Future

Kathy George
Chief Executive Officer

FireKeepers Casino Hotel

- Nottawaseppi Huron Band of the Potawatomi
- Opened August 2009
- December 2012 1st expansion opened with hotel and additional amenities
- June 2019 ground breaking for 2nd expansion of new hotel tower and amenities
- Projected opening to be determined following construction stoppage
- 1800 team members
- Quality Inn next to the Casino
- The FireHub and Kendall Street Pantry
- The Greenhouse and Community Garden



Fire Keepers Casino Hotel

- Closed March 16th at 3am
- Re-Opened on May 29th for a soft opening by invite only to our top 2 tiers of players at 11am.
- Public Re-Opening on June 1st at noon.
- Work with Gaming Commission, CDC, Health Department, Local law enforcement and State
- Talked with others who opened earlier
- Goal of 50% occupancy across the property



- Health Inspections prior to soft opening and during the opening
- Slot system and IT worked together to utilize data to communicate to team and guests slot floor occupancy every 15 minutes.
- Security used so when we achieved 80% we would close the drives down to prevent over crowding. During our first weekend we had to adjust and now between 70%-75% slot occupancy we close the drive down.
- Tribal Police and Local Law Enforcement on hand to assist as needed with traffic



- Limit points of entry to 2 for guests
- Temperature checks
 - Ordered kiosks but still not in.
 - Utilizing temporal "guns"
- Separate entrances from exits
- Valet closed. Utilizing staff as welcoming staff and help with reminding all to wear face coverings
- Non-Smoking
- Face Coverings
- Social Distancing
- Cleaning Ambassadors
- Slots spaced out, moved banks, added machines to Poker room, adapted sections for construction and high limit area dividers



- Table Games spacing. 3 Black Jack, 4 MiniBaccarat, 4 Roulette and Craps
- Closed Poker and Bingo
- Closed Buffet and Food Court
- Other F&B outlets removed 50% of seating, paper menus, all items removed from tables, shuffled staff around to add hosts to outlets and additional staff for sanitizing of tables and chairs
- All staff trained in cleaning and sanitizing by our Serve Safe trainers as well as EcoLab training on line and in person. Risk management also trained components on face coverings and other needs for safety and risk



- 3 Day soft re-opening was helpful to the team adjust to working with face coverings and changes in their job duties
- In hindsight, 2 days would have been sufficient
- Big concern in lines and what to do to avoid them especially at entrances as the State and others are watching us very closely since opened during the state wide stay at home order still in place
- Advertised opening at 11am on the 1st but we started letting people in anytime they arrived. At 11am we had a constant flow but the line did not stop creating a line at either entrances



- Employees also non-smoking during phase 1
- Team dining room social distancing implemented and no longer buffet style. Spread dining out to a near by conference rooms. Lowered price
- Separated entrance from exit for team members
- Face Coverings were provided 3 to each employee to start and if need more obtain from wardrobe or their manager
- More breaks and allowing team to have water bottles at their work stations with them
- Gaming Commission was critical to our success and helped us tweak procedures and policies and were another set of eyes to help with finding opportunities to fix. They were also flexible and assisted with secondary job codes for people to work other positions across the property as needed for the operation



- As employees called back from furlough, if they refused to return and did not have a medical note or be able to self certify and submit paperwork after the stay at home order over, they will forfeit their positions and can re-apply at a later date.
- Huge increase in FMLA cases which we are working through
- Overall, guest satisfaction is high and employee engagement and satisfaction is high
- Revenues and EBIDA are high and exceeding our expectations.
- Continue daily to work towards our goal of being a little better every day



Thank you for participating! If I can be of assistance please contact me:

Kathy George kgeorge@firekc.com (269)660-5601





Feedback and Questions

Please submit any additional feedback and questions at:

Info@casinowebinar.com

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