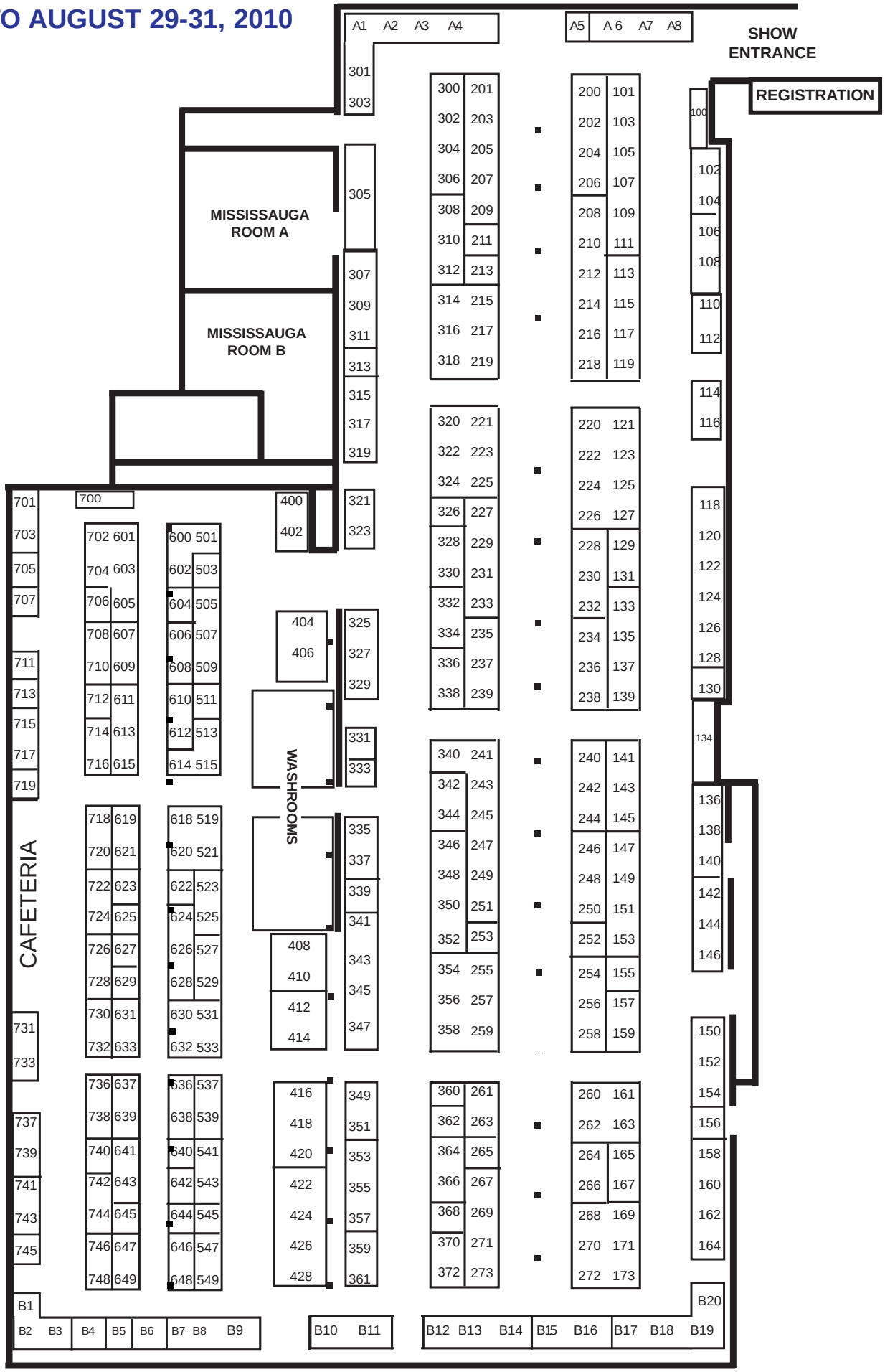TORONTO AUGUST 29-31, 2010