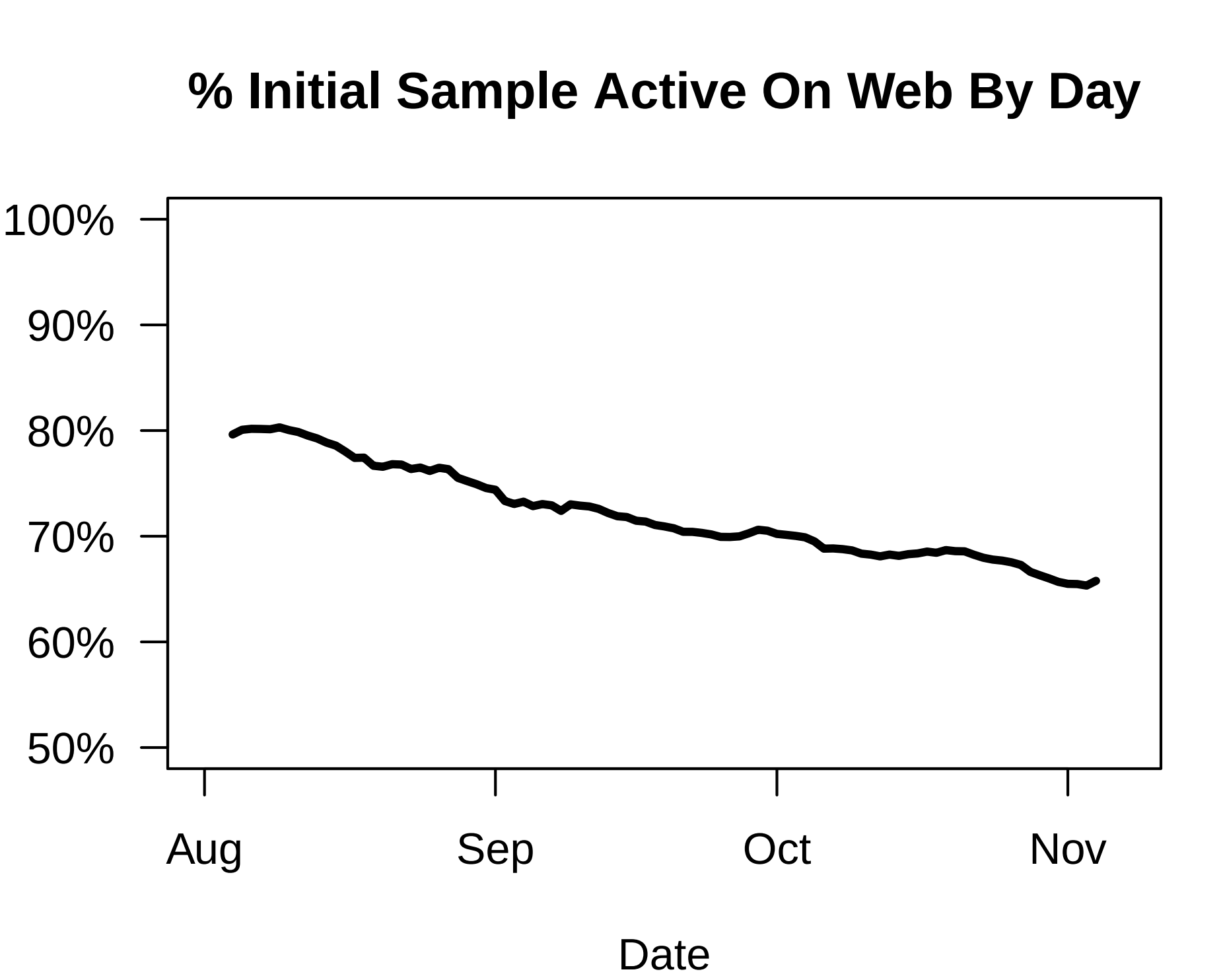
% Initial Sample Active On Web By Day
100%
90%
80%
70%
60%
50%
Aug
Sep
Oct
Nov
Date