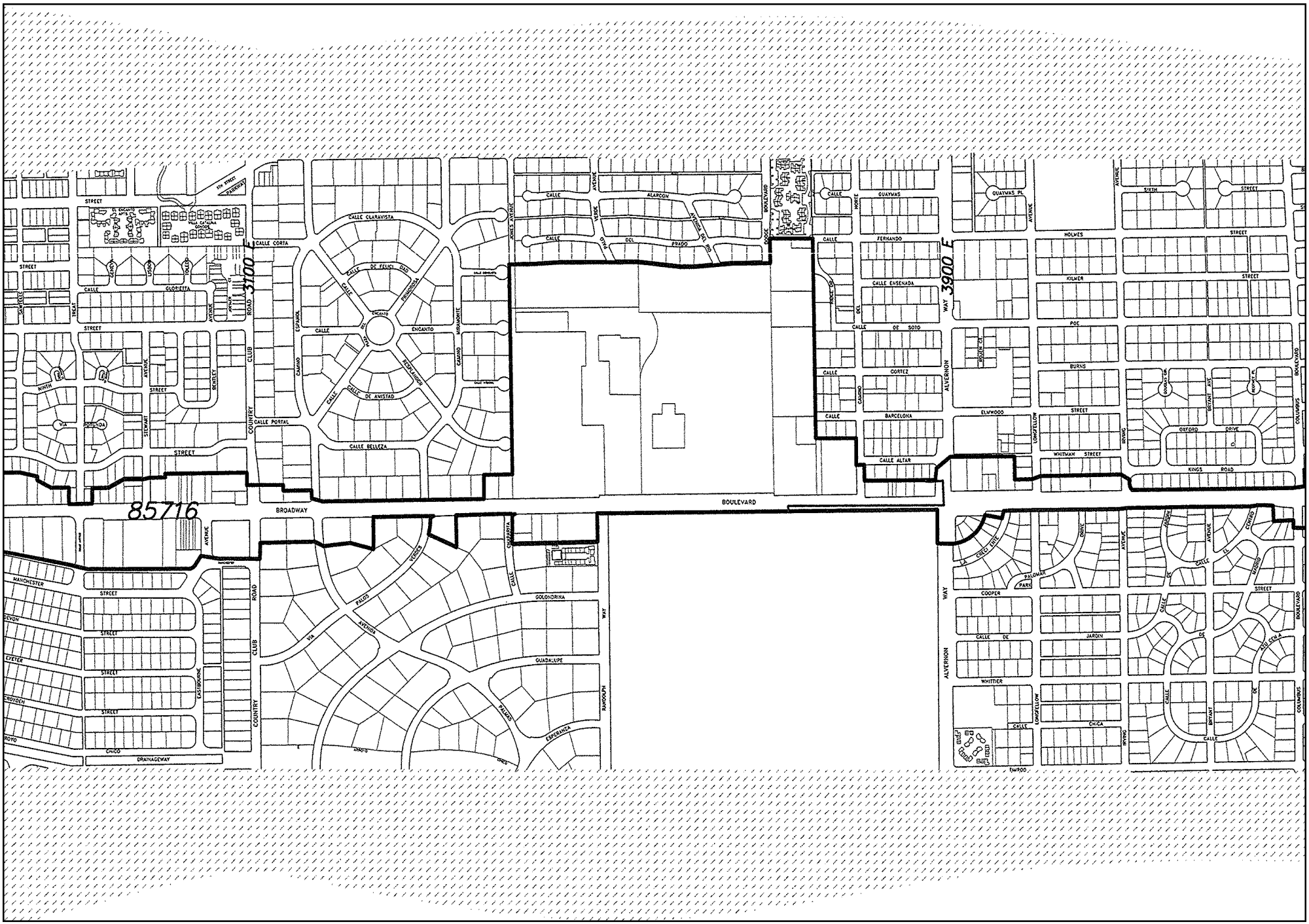El Con Mall Area