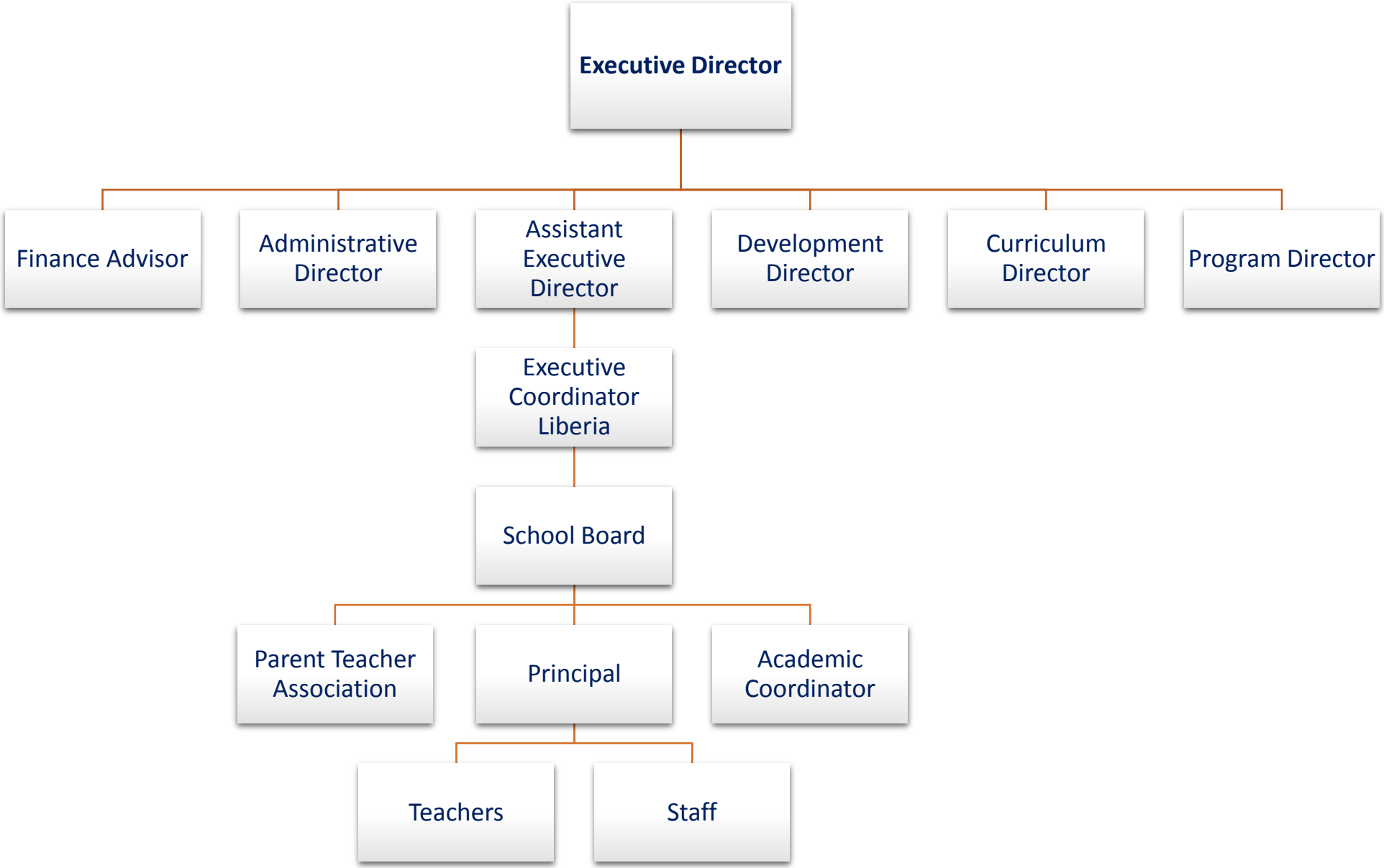education first, inc.